Cutting-Edge IT & Electronics Comprehensive Exhibition



# Exhibition Guide

**NEXT** – Technology Makes the Future.

# CEATEC JAPAN 2014

Oct.7(Tue.) > Oct.11(Sat.) Makuhari Messe

Sponsors: CEATEC JAPAN Executive Board

**CIAJ**JEITA

Communications and Information network Association of Japan

JEITA Japan Electronics and Information Technology Industries Association

Computer Software Association of Japan

www.ceatec.com

			INDEX		Page	Deadline
From the	01-1	Exhibition Outline			001	
Management	01-2	Safety Measures	1. Basic Policy and Organizational Framework concerning	Important	003	
Office			Requests to Exhibitors Concerning Disaster     Prevention and Safety Measures	Important	004	September 26
			3. Exhibitors' Response to an Emergency	Important	006	
UI			4. Disaster Evacuation Route	Important	007	
	01-3	Emergency Conservation Measures	Requests to Help Save Energy	Important	010	
	01-4	Personal Information	1. Personal Information Protection Policy	Important	011	
		Protection Policy	2. Use of Personal Information by Exhibitors	Important	013	
	01-5	Applications / Inquiries List	1. Applications		015	
			2. Payment of Charges	Important	016	
			3. Inquiries List	[mportant]	017	
Promotion	02-1	How to attract more	1. Internet Media	Important	023	
Tool		visitors to your booth / How to distribute your	2. Link to CEATEC JAPAN Featured Sites of Exhibitors	Free	024	September 30
		information more	3. Video Shooting and Website Posting for Introducing Your Exhib	t Free	025	September 5
02		broadly	4. Logo Mark and Web banners		026	
UZ			5. Application for Invitation and Envelope	Important	027	August 5
			6. Customer Invitation Ticket	Free	028	September 19
			7. CEATEC AWARD 2014	Free	029	September 10
			8. US Media Panel Innovation Award	Free	033	September 19
			Registration for Saturday Events	Free	034	September 19
				ease cooperate	035	August 29
	02-2	How to distribute your	1. CEATEC JAPAN News Center	(Important)	036	Accept anytime
		information through	2. Press Releases	Free	037	September 30
		the press	Distributing Your Press Releases in Japan and Overseas     (Wire Services)	S Free	038	Accept anytime
			4. Press Briefing Room	Free	039	September 19
			5. Media Convention	Free	040	September 12
			6. Press Conference at the Booth		041	September 12
			7. Applying for Global Media Monitoring	Free	042	Accept anytime
	02-3	Sell from the Top	1. Opening Reception	Important	044	August 22
		·	2. VIP Registration	Free	045	September 26
			3. VIP Room		046	September 26
	02-4	How to satisfy your visitors	Visitor Data Delivery Service (Barcode System)		047	September 26
		more at the exhibition	Guided Tour to Promote the Interaction of Engineers     (Application for Participation)	Free	050	August 8
			3. Business Lounges	Free	051	
			4. New Technologies and Products Seminar / Exhibitor Seminar	Free	052	July 31
			5. Reception Room		054	August 29
			6. Listening Room		055	July 31
			7. Booth Assessment Survey		056	September 19
	02-5	How to advertise effectively	Rules for Advertising	(Important)		OCPICITIBEI 12
	02-3	to dure tide ellectively	2. Web Banner Ad		058	Accept anytime
			Mail Magazine Text Banner Ad		059	Accept anytime
			Wall Magazine Text Balliler Au     Guide Map Advertising		060	September 5
			Tray Sheet Ads at Makuhari Messe		061	
			Tray Sheet Ads at Maxurian Messe     On-site Ad Signs		062	September 5 September 5
	N3_1	Exhibition Site	Shistle Ad Signs     Exhibition Site Layout / Visitor Passage		065	ocptomber 5
Exhibition Venue	03-1	EXHIBITION ONE	Transportation Guide		066	
Regulations			Transportation Guide     Layout of Makuhari Messe		067	
					068	
11.5	ດາ າ	On-site Management	Management Office Facilities     Mork Schoolule	(Important)		
UJ	03-2	On-site Management	Work Schedule     Exhibitor / Worker Radge	Important	069	Sontomber 10
			2. Exhibitor / Worker Badge		070	September 19
	1		3. On-site Photography	ease cooperate	071	

		INDEX	Page	Deadline
Exhibition	03-3 Load-In & Load-Out	1. Vehicle Stickers	072	
Venue		2. Load-In	073	
Regulations		3. Load-Out	074	
		4. Vehicles during the show	075	
U.J		5. Parcel Delivery Service during the Show	076	
	03-4 Waste Disposal	Waste Material Separation Please cooperat	077	
Booth	04-1 Booth Standards	1. Booth Standards	079	
Regulations		2. Base Panel Outline	080	
04		3. Important Points for Booth Design Safety Measures / Evacuation route / Stage setup / Speaker setup position restrictions / Prohibition of using space outside the booth / Booth space boundaries	081	
		4. Ceiling Structure	082	August 29
		5. Two-Story Booth Structures	083	August 29
		6. Suspended Structure	084	August 29
		7. Universal Design	085	
	04-2 Booth Display Regulation	ns 1. Display Contractor Registration	086	September 5
		2. Product Liability (PL) Law	087	
		3. Floor Construction Work	088	September 5
		4. Fireproofing Regulations / Advertising Balloons	089	
		5. Electrical Power Supply	090	September 5 September 12
		6. Green Power Certification System	091	August 29
	04-3 Product Exhibit	1. Bonded Goods	092	September 5
	Regulations	2. Display-area Lighting	093	
	04-4 In-Booth Demo Regulations	Prohibition     Prohibition on Sales / Prohibition of Usage of Space beyond Booth Boundarie / Restriction on Smoke Effects / Illumination/Lighting / Other	094	
		2. Sound Emissions and Copyrights	095	
		3. Wireless LANs	096	September 12
		4. UHF-band RFID Product Exhibits / Demonstrations	097	September 12
	04-5 Booth Management	1. Hazardous Item Handling	098	September 5
	Regulations	2. Exhibitor's Utility Booths	099	August 8
		3. Guidelines for Giving Premiums, etc., to Visitors	100	
		4. Others  Exhibits/Demonstrations / Cancellation and Change of Show Duration under Unavoidable Circumstances / Exhibited items for which application for industrial property rights has not been filed / Exhibition Hall Management and Insurance / Paging	102	
Services	05-1 Transport Service	Transport, Load-in&Load-out Service	104	September 19
Related	05-2 Rental Fixtures	1. Package Booth Service & Rental Fixtures	105	September 5
to Booth Operation		2. PC and Monitor Rental	114	September 12
	05-3 Infrastructure Services	1. Internet Connection	116	September 12
05		2. Temporary Telephone Line Service	117	September 5
UIJ		3. Antenna Installation	118	September 12
		4. Booth Air Conditioning	119	September 5
		5. Water Supply, Drainage, Compressed Air and Gas	120	September 5
	05-4 Booth Management	1. Meeting Room (Rental)	121	October 3
	Services	2. Hotel Reservations	122	August 29
		3. Food / Beverage Tickets	123	August 29
		4. Catering Service	124	September 30
		5. Bento (Box Lunch) Delivery Service	125	October 3
		6. Reception Staff / Non-Technical Interpreter	126	September 19
		7. Booth Security Guard	127	September 19
		8. Booth Photography	128	September 19
		9. Booth Cleaning	129	September 19
Exhibition Regu	lations		130	<del></del>
Applications		*Download the application from the official website (www.ceatec.com) or use	the enline	application avetam

# From the Management Office

01-1	Exhibition Outline	001
01-2	Safety Measures	
	Basic Policy and Organizational Framework concerning	003
	Requests to Exhibitors Concerning Disaster     Prevention and Safety Measures	004
	3. Exhibitors' Response to an Emergency	006
	4. Disaster Evacuation Route	007
01-3	<b>Energy Conservation Measures</b>	
	Requests to Help Save Energy	010
01-4	Personal Information Protection Policy	
	Personal Information Protection Policy	011
	2. Use of Personal Information by Exhibitors	013
01-5	Applications / Inquiries List	
	1. Applications	015
	2. Payment of Charges	016
	3. Inquiries List	017



## **Exhibition Outline**

#### ■Name

## **CEATEC JAPAN 2014**

(Combined Exhibition of Advanced Technologies)

### ■Objectives

- -To allow visitors to experience the newest technologies, products, systems and software for the digital network age, and the convergence of communications, information and imaging technologies.
- -To function as a highly specific exhibition capturing the interest and responding to the needs of users by presenting the industries' latest achievements and trends.
- -As Asia's largest interactive exhibition of information on the communications, information and imaging fields, to present the achievements, trends and vitality of the industry to the world.
- -To gather industry organizations to present clear social messages, thereby supporting industrial development and contributing to lifestyles, economies and society in the digital network age.

### **■**Duration

October 7th (Tue.) – 11th (Sat.), 2014, 10:00 a.m. - 5:00 p.m. Media Convention: October 6th (Mon.), 4:00 p.m. - 6:00 p.m. (Press badge required for admission)

#### **■**Location

Makuhari Messe 2-1 Nakase, Mihama-ku, Chiba, Japan

## ■Admission

All visitors are required to register

- Ovisitor registering at the Gate: General admission JPY1,000, Students JPY500
- Online pre-registration / Invitational registration at the gate: Free admission
- OFree Admission Day: October 11th

#### **■**Sponsors

**CEATEC JAPAN Executive Board** 

Communications and Information network Association of Japan (CIAJ) Japan Electronics and Information Technology Industries Association (JEITA) Computer Software Association of Japan (CSAJ)

### **■**Support

- Ministry of Internal Affairs and Communications, Japan (MIC),
   Ministry of Foreign Affairs of Japan (MOFA),
   Ministry of Health, Labour and Welfare (MHLW)
   Ministry of Economy, Trade and Industry, Japan (METI)
   Ministry of Land, Infrastructure, Transport and Tourism (MLIT)
- OJapan External Trade Organization (JETRO), New Energy and Industrial Technology Development Organization (NEDO), National Institute of Advanced Industrial Science and Technology (AIST), National Institute of Information and Communications Technology (NICT), Information-technology Promotion Agency, Japan (IPA), Organization for Small & Medium Enterprises and Regional Innovation, JAPAN, Japan National Tourist Organization (JNTO)
- OChiba Prefectural Government, Chiba Municipal Government
- OJapan Broadcasting Corporation (NHK),

The National Association of Commercial Broadcasters in Japan (NAB)

ONippon Keidanren,

\*Listed by date established

The Japan Chamber of Commerce and Industry (JCCI), The Tokyo Chamber of Commerce and Industry, The Chiba Chamber of Commerce and Industry

OU.S. Commercial Service,
Delegation of the European Union to Japan,
British Embassy in Japan,
Canadian Embassy and Consulates in Japan,
UBIFRANCE JAPAN (No particular order) \*Expected

## ■Assistance Organizations

- OTelecommunications Carriers Association (TCA),
  The Telecommunications Association (TTA),
  Internet Association Japan (IAjapan),
  The Telecommunication Technology Committee (TTC),
  JAPAN INSTITUTE FOR PROMOTION OF DIGITAL
  ECONOMY AND COMMUNITY (JIPDEC),
  IT Verification Industry Association (IVIA),
  Association for Computer Skills Promotion (ACSP)
- OAssociation of Radio Industries and Businesses (ARIB), Japan Satellite Broadcasting Association (JSBA), Japan Cable and Telecommunications Association (JCTA), Japan Cable Television Engineering Association (JCTEA)
- OAssociation of Consumer Electronics Marketing in Japan, Electrical Products Association of Japan, Japan Federation of Electronic Parts Distributors & Dealers (JEP), Japan Computer System Seller Association (JCSSA), Japan Electronic Products Importers Association (JEPIA)
- OThe Japan Electrical Manufacturers' Association (JEMA),
  Japan Business Machine and Information System Industries Association (JBMIA),
  Japan Audio Society (JAS),
  Japan Association of Medical Devices Industries (Jamdi),
  Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA),
  Nippon Electric Control Equipment Industries Association (NECA),
  Camera & Imaging Products Association (CIPA),
  Japan Embedded Systems Technology Association (JASA),
  Japan Electronics Packaging Circuits Association (JPCA)
- OJapan Automobile Manufacturers Association, Inc. (JAMA), ITS Japan, Japan Auto Parts Industries Association (JAPIA)
- OThe Federation of Electric Power Companies of Japan, New Energy Foundation (NEF), The Energy Conservation Center, Japan (EECJ), The Japan Electric Association (EJA), The Battery Association of Japan (BAJ), Japan Photovoltaic Energy Association (JPEA), Japan Wind Power Association (JWPA), Solar System Development Association (SSDA)
- Japan Federation of Housing Organizations (Judanren),
   The Japan Machinery Federation (JMF),
   Japan Robot Association (JARA),
   The Japan Refrigeration and Air Conditioning Industry Association (JRAIA)
- Obligital Content Association of Japan (DCAj), Japan Video Software Association (JVA), Japan Book Publishers Association (JBPA), Recording Industry Association of Japan (RIAJ) (No particular order) \*Expected

#### ■ Assistance Academic Societies

The Institute of Image Information and Television Engineers (ITE),

The Japan Society of Applied Physics (JSAP),

The Institute of Image Electronics Engineers of Japan (I.I.E.E.J.),

Information Processing Society of Japan (IPSJ),

The Institute of Electrical Engineers of Japan,

The Institute of Electronics,

Information and Communication Engineers (IEICE)

(No particular order)\*Expected

### **■**Prime Media Partners

EDN Japan, @IT MONOist, EE Times Japan, Engadget,

Digital Health Online, Nikkei Electronics,

Nikkei Technology Online

(No particular order)\*Expected

### **■Global Partners**

- -Consumer Electronics Association (CEA) / International CES (USA)
- -Messe Berlin / IFA (Germany)
- -Messe Müchen International / electronic (Germany), electronica & Productronica China (China),
- -Hanover Fairs / CeBIT (Germany)

### **■**Asia Partners

- Ochina Council for the Promotion of International Trade, Electronics & Information Industry Sub-Council (CCPIT ECC)
- Ohina Electronic Chamber of Commerce (CECC)
- OChina International Software & Information Service Centre (CiSiS)
- OThe Hong Kong Electronic Industries Association (HKEIA)
- OTaiwan External Trade Development Council (TAITRA)

Asia Electronics Exhibition Cooperate Conference (AEECC) Member\*

- -China Electronic Appliance Corporation (CEAC)
- -Hong Kong Trade Development Council (HKTDC)
- -Korea Electronics Association (KEA)
- -Taiwan Electrical and Electronic Manufacturers' Association (TEEMA)

## **■**Management

CEATEC JAPAN Management Office
(Japan Electronics Show Association (JESA))

5F Ote Center Bldg., 1-1-3, Otemachi, Chiyoda-ku,

Tokyo 100-0004, Japan

TEL:+81-3-6212-5233 FAX:+81-3-6212-5226

E-mail: contact2014@ceatec.com

<sup>\*</sup>The Asia Electronics Exhibition Cooperate Conference (AEECC) was established in 1997 to encourage mutual promotional cooperation activities among major electronics and IT exhibition organizers in the Asia region.

## **Safety Measures**









## 1. Basic Policy and Organizational Framework concerning Disaster Prevention and Safety Measures

## ■Basic Policy

The Management Office will respond to disasters in accordance with its basic principle of "prioritizing the safety of visitors and exhibitors".

In the event of a disaster, the Management Office will assemble a local disaster prevention organization to gather and provide information, give evacuation instructions, and conduct initial fire-fighting and rescue activities. The Management Office will also cooperate with Makuhari Messe to circulate information between concerned organizations, and strive to ensure the safety of all parties concerned.

## ■ Organizational Framework Makuhari Messe (fire services, police, local authorities, public transport) Operation Management Office Exhibition Halls (visitors and exhibitors) Management Office on each floor Disaster Control Headquarters Headquarters Interim Executive International Conference Hall Conference Management Office (audience / press / speakers) Committee **Press Center** Local Disaster Prevention Organization Warning and Fire-fighting Evacuation Rescue Group Notification Group Group Guidance Group

## **Safety Measures**









## 2. Requests to Exhibitors Concerning Disaster Prevention and Safety Measures

The Management Office is determined to operate CEATEC JAPAN safely with sufficient safety measures. We hope that exhibitors can cooperate with the following requests.

## ■Advance Preparations

We recommend that all exhibitors refer to the below items and formulate their own safety and disaster prevention manual.

## (1) Registration of Booth Manager and Booth Staff

\*All exhibitors must submit

## ①Contacting the booth manager

So that the Management Office can contact you in the event of an emergency, register the mobile phone number and e-mail address of the person in charge of the booth with the Management Office by Friday, September 26 via the "Registration of Booth Manager and Booth Staff" <Form1>\*. Information that you register with us will be managed in accordance with personal information protection policy when holding this event and will be deleted after the conclusion of the exhibition.

### 2Number of booth staff

Please register the estimated maximum number of staff (company employees, external staff, part-time workers, etc.) occupying and working at the booth for each day to the Management Office by Friday, September 26 via the "Registration of Booth Manager and Booth Staff" <Form1>\*. The Management Office will provide this information to public organizations such as the police or fire-fighting services in the event of a disaster.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

## (2) Booth disaster prevention and safety measures

- ①Formulate a disaster prevention and safety manual to be used in the management of the booth
- ②Establish an emergency contact network and select contact managers (own company, partner companies, Management Office)
- 3 Divide roles among staff members
  - ·Ensure visitor safety and give evacuation instructions
  - ·Ensure the safety and confirm the whereabouts of booth staff
  - Support rescue activities
  - •Maintain the booth (stop demonstrations, stop transmission of electrical energy, look after exhibit products, etc.)
- 4 Prepare disaster equipment
  - Basic emergency set
  - ·Flashlight, etc.
- ⑤Check the the site
  - Confirm suspected danger spots in the booth
  - Confirm the closest primary evacuation place (open spaces such as wide aisles and resting place)
  - ·Confirm the closest evacuation exit and route
  - Confirm the location of fire-extinguishers

## ■Safety Precautions when Setting Up Booths

After taking into consideration possible disaster scenarios, exhibitors are requested to take the following safety measures when designing and setting up their booth.

### (1) Electrical work

①Booth staff will circulate information on the location of temporary distribution boards and select a person to be responsible for turning off the breaker in the event of an emergency. The temporary distribution board to be installed by the Management Office (primary mains work) will act as an earth leakage breaker that automatically cuts off the electrical supply when an earth leakage is detected.

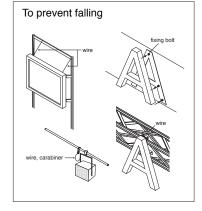
③ example

wire, carabiner

- ②Do not conceal the temporary distribution board. Also, be sure not to place any packages etc. in front of the temporary distribution board.
- ③When installing large-scale lighting equipment such as PAR lighting fixtures, be sure to take measures to prevent them falling such as securing them with wire.
  - \* For more details please refer to page 090

# (2) Designing and setting up booths

- ①When designing block booth be sure to keep 1/3 (one-third) of the side adjacent to the aisle open to allow for an evacuation route.
- ②To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.
- ③When installing exhibition panels (OCTANORM), take measures to prevent them falling by reinforcing the panels, reinforcing the beams in the corner sections, and installing weights.
- Take measures to prevent independent fixtures falling by securing them to the wall or floor surface.
- ⑤When installing video monitors, speakers, channel characters, lighting fixtures, and other fixtures located in high places; take measures to prevent them falling by securing them with bolts or wires.
  - \* For more details please refer to page 081

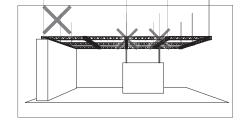


# (3) Two-story structures

- ①Design secure two-story structures that take into consideration normal time load calculations as well as seismic loads caused by major earthquakes.
- ②Please submit structural calculation sheets to the Management Office if you will be using a two-story structure. Your submitted structural calculation sheets are to be stored as reference materials only and this does not mean that the Management Office has approved or authorized the contents.
- ③In regard to second floor sections where people will pass through or remain, install walls and fences with a height of at least 1.2m to prevent people falling.
- Take thorough measures to prevent erections or independent fixtures installed on the second floor collapsing or falling.
  - \* For more details please refer to page 083

# (4) Suspended structures

- ①Use a suspended structure that will prevent damage caused by vibrations during an earthquake.
- ②Do not combine and secure suspended structures and erections that extend upwards from the ground.
- ③When wiring cables that cross the floor to suspended structures, install them with flexibility to prevent disconnection from vibrations caused by an earthquake.
  - \* For more details please refer to page 084



# (5) Safety while working

- ①People working in high places must wear a helmet and a safety belt.
- ②When using a stepladder for work, be sure to secure it with an anti-opening bracket.
- ③When using a rolling tower, be sure to install a handrail and outrigger with a height of at least 900mm around the work floor.

## **Safety Measures**









## 3. Exhibitors' Response to an Emergency

Please be prepared to act in the event of an emergency by informing all booth staff about how to respond to a disaster.

Earthquake	During	<ul> <li>Prioritize your own safety</li> <li>Secure the safety of booth visitors and booth staff (guide people to the primary shelter)</li> </ul>
	Straight after	<ul> <li>Give booth visitors evacuation instructions in accordance with officials' instructions when evacuation orders appear outside the evacuation hall over the P.A. system</li> <li>Continue to evacuate all booth staff</li> <li>Persons in charge of the booth will maintain the booth (stop transmission of electrical energy, look after exhibit products, etc.)</li> </ul>
	After	<ul> <li>Support rescue activities as necessary</li> <li>Confirm the safety of booth staff and identify the status of damage</li> <li>Make a report to the Management Office</li> </ul>
Fire	When discovered	<ul><li>Ensure people's safety (instruct visitors and exhibitors in the near vicinity to evacuate)</li><li>Notify the Management Office</li></ul>
	During	<ul> <li>Conduct initial fire-fighting activities with a fire extinguisher (prior to the Management Office dealing with the problem)</li> </ul>
Suspicious objects	When discovered	•Notify the Management Office
Incidents	During	<ul> <li>Ensure people's safety (instruct visitors and exhibitors in the near vicinity to evacuate)</li> <li>Notify the Management Office</li> </ul>
	After	•The victim files a damage report •Police investigate and deal with the problem
Emergency	During	<ul> <li>Check the well-being of people being rescued</li> <li>If moderate: Lead people to the first-aid center or the closest Management Office location</li> <li>If serious: Call for an ambulance (if requested by the person concerned or the person accompanying the injured person)</li> <li>▶ Primary action:         <ul> <li>Contact the Management Office</li> <li>→ call an ambulance from the Management Office</li> <li>→ the Management Office will guide the ambulance into the grounds</li> </ul> </li> <li>▶ Urgent situations:         <ul> <li>Directly request an ambulance by calling direct from your mobile phone</li> <li>→ notify the Management Office</li> <li>→ the Management Office will guide the ambulance into the grounds</li> </ul> </li> <li>* Prioritize the well-being and wishes of the people being rescued</li> </ul>

## **Safety Measures**









## 4. Disaster Evacuation Route

## ■Evacuation orders

If necessary, the Management Office will give instructions via the P.A. system to evacuate people to the outside the exhibition hall.

## ■Example of emergency broadcast message

## (1) In the event of a fire:

"This message is for everyone in the venue. There is currently a fire in the vicinity of  $\bigcirc\bigcirc$ . The disaster prevention organization has started to deal with the fire, so please calmly follow the instructions of officials and evacuate to the outside of the exhibition hall via the emergency exit."

## (2) In the event of an earthquake

## 1 Straight after

"This message is for everyone in the venue. An earthquake has just occurred. Ensure your own safety such as watching for falling objects, and please wait a while in a safe location within the venue. The Makuhari Messe building is supported by a safe structure. We will let you know as soon as we have more details."

## 2 Evacuation order

"This message is for everyone in the venue. An earthquake centered in  $\bigcirc\bigcirc$  measuring at  $\bigcirc\bigcirc$  on the Japanese scale has just occurred. Although the Makuhari Messe building is supported by a secure structure, booths and exhibits may collapse due to aftershocks, so please calmly follow the instructions of officials and evacuate to the outside of the exhibition hall via the emergency exit."

## 3 In the event of a tsunami warning

"This message is for everyone in the venue. An earthquake centered in  $\bigcirc\bigcirc$  measuring at  $\bigcirc\bigcirc$  on the Japanese scale has just occurred. A tsunami warning has been announced at Tokyo Bay, so please calmly follow the instructions of officials and evacuate to the second floor of the exhibition hall via the emergency exit." The second floor is 9.5 meters above sea level."

## (3) Incidents (bomb warning, etc.):

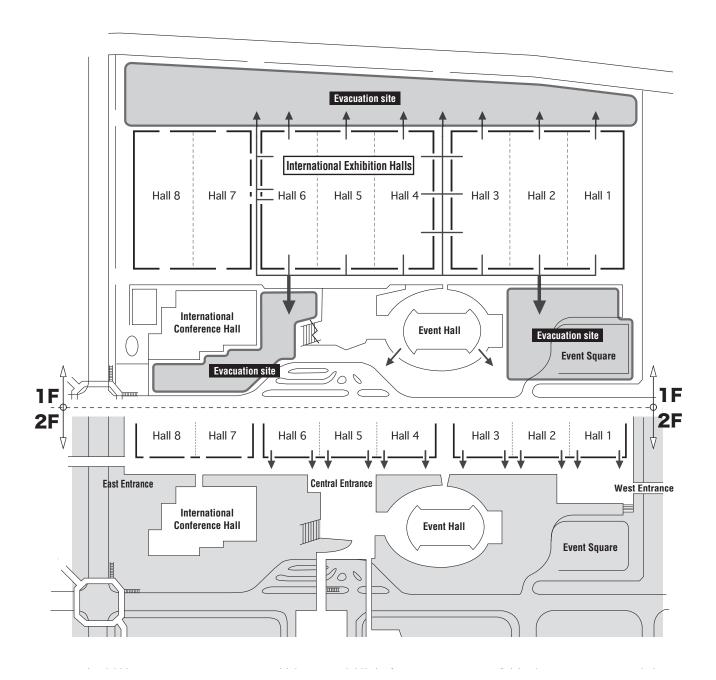
- ① Calling for attention: "Sakura sakura" (music) played 5 times in succession.
- ② Warning lifted: "Tooryanse" (music) played 5 times in succession

## ■Evacuation guidance

Please act calmly and follow the instructions of the Evacuation Guidance Group.

## **■**Evacuation route

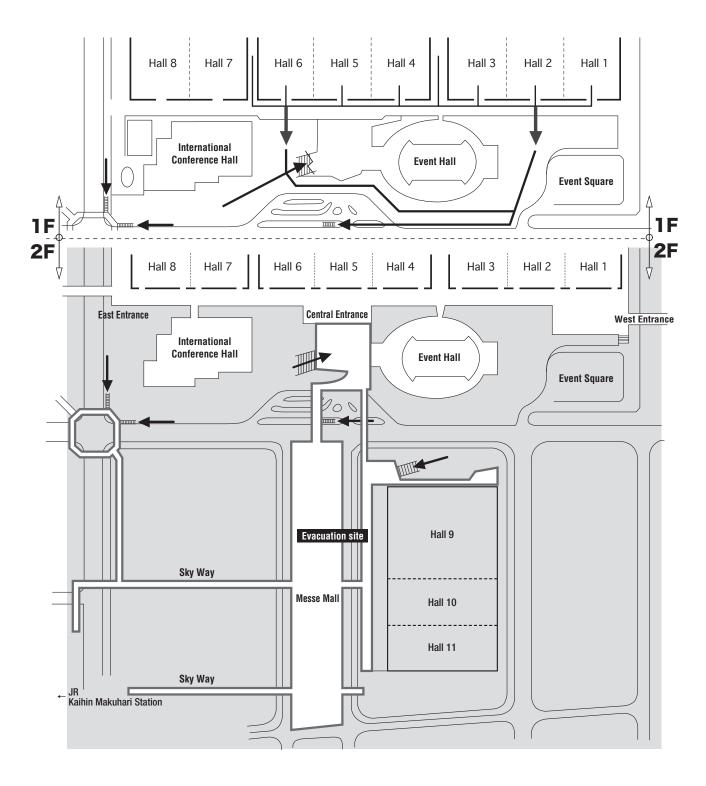
(1) When evacuating to the outside of the Exhibition Hall When evacuating to the outside of the Exhibition Hall in event of an earthquake or fire, etc., please go to the outside of the exhibition hall shutters.



## (2) When evacuating after a tsunami warning

When a tsunami warning is announced, evacuate to the second floor aisles of Makuhari Messe or to Messe Mall.

\* 1st floor of Makuhari Messe exhibition hall - 4.7m above sea level; 2nd floor of the exhibition hall - 9.5m above sea level



## **Emergency Conservation Measures**









## **Requests to Help Save Energy**

## **■**Energy saving activities

Based on the government's announced "Summertime Energy-Saving Measures" (electrical power supply and demand review meeting), CEATEC JAPAN 2014 is voluntarily conducting the following activities to save energy.

We hope to rely on your understanding and cooperation.

## **■**Energy saving measures by the Management Office

- (1) Reduced air conditioning services
- (2) Cutting ceiling lights at second floor common areas and restaurants
- (3) Reduced escalator services

## ■Exhibitors' energy-saving measures

- (1) Use of components with low consumed power (LED lights, etc.)
- (2) Energy saving considerations when designing booths

## ■Cool Biz energy-saving campaign

Promote Cool Biz throughout the event

## **Personal Information Protection Policy**









## 1. Personal Information Protection Policy of Japan Electronics Show Association

### **Privacy Policy**

Personal Information, or Personally Identifiable Information, as used in this document means information about an individual user which can identify a specific individual by name, gender, age, address, telephone number, e-mail address, service access record, or other description, or uniquely assigned number or symbol contained in the information. It includes information that allows easy reference to other information which can identify a specific individual. The Management Office fully understands the social responsibility of CEATEC JAPAN to appropriately protect Personal Information and promotes the activities described below.

## 1. Handling of Personal Information

The Japan Electronics Show Association ("the Association") is entrusted to organize CEATEC JAPAN by its sponsors. Personal information relevant to this exhibition is appropriately handled in accordance with the Personal Information Protection Policy of the Association.

The Association, which mainly comprises electronic device and electronic component manufacturers, holds exhibitions, seminars, and other activities for the promotion of the electronics and information technology industries in cooperation with sponsors. In these activities, the Association fully understands the importance of properly handling personal information and the responsibility for protecting the information.

Therefore, the Association strictly handles information that could be used to identify individuals ("Personal Information") obtained through its activities, in compliance with laws and other regulations concerning Personal Information.

The Association defines Personal Information as information that identifies individuals, including pieces of information that do not identify individuals directly but could easily be matched with other information to identify individuals. The Association collects the following Personal Information through documents, electronic media, or websites.

- (1) Name, address, telephone number, fax number, e-mail address, place of employment, affiliation or position
- (2) Bank account or credit card details required for direct-debits or payments for charges related to events

### 2. Purpose of Using Personal Information

The Personal Information obtained through the operations of the Association or at its entrusted events will be used for the following purposes under these terms and conditions:

- (1) For sending reports or other information regarding the operation of the Association
- (2) For sending invitations for exhibitions, seminars, lectures, and other events which the Association is entrusted with, and for managing these events\*
- (3) For administering the Association's website
- (4) For distributing Association documents such as journals, reports, and proposals
- (5) For handling inquiries and comments regarding the Association and its entrusted activities
- (6) For sending notification, questionnaires, etc. regarding the Association and its entrusted activities
- (7) For sending proposals and communications regarding the operation of the Association Prior consent of the individual is required to use the Personal Information for purposes other than those listed above.

\*The Association gathers personal information in order to improve its services regarding the entrusted activities, registering visitors prior to and during exhibitions, and accepting reservations about exhibitions, conferences and other special programs. The Association also collects personal information for questionnaires and for responding to requests for reference materials. Information-gathering activities are also used to provide registered visitors to exhibitions with information on promotions, and the products and services of companies related to the exhibitions. The Association uses personal information only for these purposes.

## 3. Providing Personal Information to Third Parties

No personal information collected by the Association will be provided to unrelated third parties except the cases listed below. However, when visitors to exhibitions organized by the Association show their entry passes to the exhibitors (companies or organizations) or to the conference organizers (companies or organizations) (collectively called "exhibitors") and have the personalized barcodes on the entry passes read by the exhibitors, the information that might be considered personal in nature is shared between the Association and the exhibitors. Visitors are requested to understand that exhibitors might send information directly to them by e-mail or post after the exhibition. In addition, user data from the website and exhibition sites is sometimes provided to third parties in a format that prevents identification of individuals. Such information is not considered personal in nature. The Association requests exhibitors to follow the same policy of handling Personal Information as the Association does.

- (1) In cases where the consent of the individual is obtained in advance
- (2) In cases where there is a legal obligation to provide Personal Information
- (3) In cases where it is difficult to obtain the consent of the individual but the disclosure is required to protect someone's property or safety
- (4) In cases where it is difficult to obtain the consent of the individual but the disclosure is crucial for improving public health or promoting children's health and welfare

(5) In cases where the disclosure is necessary to cooperate with a national organization, local authority, or its contractors in accordance with laws but obtaining the consent may hinder such activities

The Association requests the third parties to follow the same policy of handling Personal Information as the Association even when they are required to provide Personal Information to third parties. The Association will restrict the purposes of using Personal Information and take necessary actions.

## 4. Websites Operated by the Association

In exhibition websites operated by the Association, cookies are used to provide services customized to individual users and to count the total number of accesses to the site. Although individual IP addresses are also collected to collate data on usage of the website and monitor trends in site usage, these addresses are not used in any way that might lead to the identification of individual users. The Association, however, shall be exempt from this stipulation if its legal rights are infringed or interfered with by a user(s), or the potential for such infringement or interference is suspected.

## 5. Managing Personal Information

The Association will protect Personal Information by strictly limiting its use within the scope of the above purposes and by taking extensive measures to protect it from inappropriate access, loss, destruction, tampering and disclosure.

Regarding entrusted activities, the Association will comply with the respective organizers' personal information policies.

When entrusting the handling of Personal Information, the Association will conclude nondisclosure agreements with the contractors and supervise them. The Association may combine Personal Information that is collected through its own operation and other information that is obtained from third parties.

## 6. Disclosure, Modification, and Ceasing Use of Personal Information

When a user requests the Association to disclose and modify their Personal Information, or cease its use, the Association will take appropriate action immediately in a reasonable way. Users can confirm and change registered personal information and other settings such as receiving/declining e-mail messages on the websites managed by the Association.

## 7. User's Rights

At their discretion, users can decide whether to provide their Personal Information to the Association. With rejection, however, they may not access some services.

When requested by a user, the Association will cease delivering information and services to the user. If a user withdraws from registration, his/her Personal Information will be deleted from the database. The Association will also request the exhibitors who share the user information to immediately take the same action as the Association.

Regarding changes in settings on e-mail messages from the Association and deregistration, please see the user guide in each site, or send an inquiry to the dedicated mail address or in the dedicated website.

### 8. Safety

CEATEC JAPAN Organizing Committee places top priority on securing Personal Information that is obtained through its official website. Adequate safety measures have been taken on this website to protect Personal Information from unauthorized access, data leakage, falsification, or destruction. However, these measures do not extend beyond the website. Users are requested to secure their own safety.

#### 9. Link to Web Pages other than CEATEC JAPAN

The Association is not responsible for protecting Personal Information on the websites (of companies or individuals) linked to the CEATEC JAPAN official website. Any user of the CEATEC JAPAN official website is presumed to consent to this policy.

## 10. Personal Information Management System

The Association has a system for strictly protecting Personal Information, which is supervised by the Administration Manager.

### 11. Inquiry

If there are any questions regarding the protection of Personal Information, please contact us at:

Administration Section Japan Electronics Show Association (JESA) 5F, Ote Center Bldg. 1-1-3, Otemachi, Chiyoda-ku, Tokyo 100-0004

Tel: +81-3-6212-5231 Fax: +81-3-6212-5225

## **Personal Information Protection Policy**









## 2. Use of Personal Information by Exhibitors

## ■Use of Personal Information by Exhibitors

With respect to the handling of visitors' personal information, the Association shall adopt the aforementioned measures in order to fulfill the requirements of the Personal Information Protection Law. All exhibitors are also required to fulfill the requirements of the Law. The Association therefore requests that exhibitors strictly observe and implement the following items with regard to the handling of personal information obtained at CEATEC JAPAN.

- ①Methods shall be devised for confirming the wishes of the provider (individual) regarding the use of business cards, names written on name lists, information written on survey forms, details written on business cards or personal information obtained using the barcode system.
- ②Business cards, names written on name lists, information written on survey forms, details written on business cards or personal information obtained using the barcode system must not be resold.
- ③Business cards, names written on name lists, information written on survey forms, details written on business cards or personal information obtained using the barcode system must be used only by the departments and divisions of one's company and must not be passed to other companies (including group companies) without the consent of the individual.
- (4) In cases where the provider of collected personal information requests not to be contacted, or the information is not to be provided to others, and also in cases where the individual has made it clear that he/she wants the information deleted or erased, use of that personal data is to be stopped immediately, and appropriate measures taken. Also, in cases where the provider of personal information requests disclosure of details held, steps must be taken to provide a response as soon as possible.
- ⑤Appropriate measures must be devised under the guidance of the person in charge of the management of personal information to prevent the leaking of personal information contained on business cards, names written on name lists, information written on survey forms, details written on business cards or personal information obtained by using the barcode system.
- ⑤ Exhibitors shall be responsible for the management of business cards, names written on name lists, information written on survey forms, details written on business cards or personal information obtained using the barcode system.
- Tor, others, appropriate measures must be devised to fulfill the requirements of the Personal Information Protection Law.

## ■ Handling of Personal Information Collected at Booth

When collecting personal information from visitors at booths (apart from data supplied through the barcode system), we recommend that you inform them about the intended use of such information and obtain their prior consent. Samples of items visitors are to be advised of at reception desks are provided on the next page. Please use these as a guide for written notices based on your company's policy regarding the protection of personal information.

## ■Points of Confirmation on and Samples of the Usage of Personal Information

## \*Examples of written notices on the handling of personal information by Company X

## Receiving business cards

Please provide us with one business card.

## Surveys

We ask for your cooperation in taking part in this survey.

## Use of barcode system

We will ask permission to scan your barcode.

Our company will use personal information collected for the following purposes, and it will be managed and handled according to stringent protocols.

## \*Purposes of Using Personal Information

- •To allow our sales representative to contact you concerning our products on display.
- •To inform you about our products, services, seminars and events.
- •To invite you to the next CEATEC JAPAN exhibition and provide other information.

## \*Handling of Personal Information

- •We shall not provide personal information to a third party without your consent.
- •We shall manage personal information strictly in accordance with our protocols for its safe management so that such information is not lost, destroyed, falsified or improperly disclosed.
- •We perform appropriate data maintenance to ensure the accuracy of personal information that we obtain. If requested by the person in question to disclose, amend, cease using or delete his or her information, we shall endeavor to do so in an appropriate manner and without delay.

## \*For further inquiries on this matter, please contact the following office.

XXXXX, Inc., XXXXX Division Contact: XXXXX Tel: 123-4567-8910 E-mail: aaaa@zzzz.co.jp

# **Applications / Inquiries List**



Please cooperate





# 1. Applications

Form	Application form		Deadline	Related Page	Submit to:
1	Registration of Booth Manager and Booth Staff		Sep. 26	004	Japan Electronics Show Association
2	Application for Links to CEATEC JAPAN Featured Site on the CEATEC JAPAN Official Website		Sep. 30	024	Japan Electronics Show Association
3	Application for Video Shooting & Website Posting		Sep. 5	025	Japan Electronics Show Association
4	Application for Invitation and Envelope		Aug. 5	027	Japan Electronics Show Association
5	Customer invitations	DATA	Sep. 12	028	*Download format from the Exhibitor Site
6	Application for CEATEC AWARD 2014	DATA	Sep. 10	029	*Download format from the Exhibitor Site
7	Application for US Media Panel Innovation Award	27.117.	Sep. 19	033	Japan Electronics Show Association
8	Registration for Saturday Events	DATA	Sep. 19	034	*Download format from the Exhibitor Site
9	Registration of Overseas Visitors Correspondence		Aug. 29	035	Japan Electronics Show Association
10	Application for News Center Information Distribution		Accept anytime	036	Japan Electronics Show Association
11	Template for Distributing Press Releases in and outside Japan (Wire Service)	DATA		038	Japan Electronics Show Association
12	Application for Press Briefing Room		Sep. 19	039	Japan Electronics Show Association
13	Application for Media Convention		Sep. 12	040	Japan Electronics Show Association
14	Application for Press Conference at the Booth		Sep. 12	041	Japan Electronics Show Association
WEB	Application for Global Media Monitoring	WEB	Accept anytime	042	*Apply at http://unbouncepages.com/meltwater-free-trial- ceatec2014/
15	Registration for Opening Reception	DATA	Aug. 22	044	
16	VIP Registration	DATA	Sep. 26	045	*Download format from the Exhibitor Site
17	Application for VIP Room		Sep. 26	046	Japan Electronics Show Association
18	Application for Visitor Data Delivery Service		Sep. 26	047	Neonet Inc.
19	Application for Guided Tour to Promote the Interaction of Engineers		Aug. 8	050	Japan Electronics Show Association
20	Application for New Technologies and Products / Exhibitor Seminar		Jul. 31	052	Japan Electronics Show Association
21	Application for Reception Room		Aug. 29	054	Japan Electronics Show Association
22	Application for Listening Room		Jul. 31	055	Japan Electronics Show Association
23	Application for Booth Assessment Survey		Sep. 19	056	Japan Electronics Show Association
24	Web Banner Ad Application Form		Accept anytime	058	Japan Electronics Show Association
25	Mail Magazine Text Banner Ad Application Form		Accept anytime	059	Japan Electronics Show Association
26	Application for Guide Map Advertising		Sep. 5	060	Japan Electronics Show Association
27	Application for Tray Sheet Ad at Makuhari Messe		Sep. 5	061	Japan Electronics Show Association
28	Application for On-site Ad Sign		Sep. 5	062	Japan Electronics Show Association
30	Application for Additional Exhibitor / Worker Badges		Sep. 19	070	Japan Electronics Show Association
31	Application for Ceiling Structure		Aug. 29	082	Makuhari Messe Inc.
32	Application for Two-Story Booth Structures		Aug. 29	083	Makuhari Messe Inc.
33	Application for Suspended Structure		Aug. 29	084	Makuhari Messe Inc.
34	Display Contractor Registration Form		Sep. 5	086	KOGEISHA Co., Ltd.
35	Application for Floor Construction Work		Sep. 5	088	KOGEISHA Co., Ltd.
36	Application for Electrical Power Supply		Sep. 5	090	IIDA Electrical Works Co., Ltd.
37	Electrical Power Source Installation Diagram		Sep. 12	090	IIDA Electrical Works Co., Ltd.
38	Application for Cetification of Green Power		Aug. 29	091	Japan Natural Energy Company Limited.
39	Foreign-Made Product Exhibition Plan		Sep. 5	092	Ishikawa-Gumi, Ltd.
40	Application for Wireless LAN		Sep. 19	096	Kissei Comtec Co., Ltd.
41	Application for UHF-band RFID Product Exhibits / Demonstrations		Sep. 12	097	KOGEISHA Co., Ltd.
42	Application for Flammable or Hazardous Items		Sep. 5	098	KOGEISHA Co., Ltd.
43	Application for Exhibitor's Utility Booths		Aug. 8	099	Japan Electronics Show Association
44	Application for Transport, Load-in / Load-out Service		Sep. 19	104	Plus Cargo Service Co., Ltd.
45	Application for Package Booth Service & Rental Fixtures		Sep. 5	105	KOGEISHA Co., Ltd.
46	Application for PC and Monitor Rental		Sep. 19	114 116	Kissei Comtec Co., Ltd.  Kissei Comtec Co., Ltd.
48	Application for Internet Connection		Sep. 12 Sep. 5	117	KISSEI COITILEC CO., Ltd.
49	Application for Temporary Telephone Line Application for Antenna Installation		Sep. 12	117	ASTEC K.K.
50	Application for Booth Air Conditioning		Sep. 12	119	KOGEISHA Co., Ltd.
51	Application for Water Supply, Drainage, Compressed Air and Gas		Sep. 5	120	Three-S Setsubi Kogyo Co., Ltd.
52	Application for Meeting Room (Rental)		Oct. 3	121	Japan Electronics Show Association
WEB	Applications for Hotel Reservations	WEB	Aug. 29	122	*http://biz.knt.co.jp/ceatec2014
53	Application for Food / Beverage Tickets	***	Aug. 29	123	Makuhari Messe Inc.
54	Application for Catering Service		Sep. 30	124	NILAX Inc.
55	Application for Bento (Box Lunch) Delivery Service		Oct. 3	125	Wako Sangyo Co., Ltd.
56	Application for Reception Staff / Non-Technical Interpreter		Sep. 19	126	Ken & Staff Co., Ltd.
57	Application for Security Guards at the Booth		Sep. 19	127	TEXS Co., Ltd.
58	Application for Booth Photography		Sep. 19	128	Kurano Photo Office
59	Application for Booth Cleaning		Sep. 19	129	Chiba-Pref. Bldg. Maintenance Corp.
- 7	-		- 53pi 10	127	g

# Applications / Inquiries List







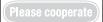


## 2. Payment of Charges

Page	Service details	Where to pay	When to pay	
027	Invitations / Envelopes	Japan Electronics Show Association	Mid September after delivery	
046	VIP Room	Japan Electronics Show Association		
047	Visitor Data Delivery Service (Barcode System)	Neonet Inc.		
052	New Technologies and Products Seminar / Exhibitor Seminar	Japan Electronics Show Association		
054	Reception Room	Japan Electronics Show Association		
055	Listening Room	Japan Electronics Show Association		
056	Booth Assessment Survey	Japan Electronics Show Association	Lata Ostabar	
058	Web Banner Ad	Japan Electronics Show Association	Late October	
059	Mail Magazine Text Banner Ad	Japan Electronics Show Association		
060	Guide Map Advertising	Japan Electronics Show Association		
061	Tray Sheet Ads at Makuhari Messe	Japan Electronics Show Association		
062	On-Site Ad Signs	Japan Electronics Show Association		
069	Overtime Work	Japan Electronics Show Association		
070	Additional Exhibitor / Worker Badges	Japan Electronics Show Association	Mid September after delivery	
088	Floor Construction Work	Kogeisha Co., Ltd.		
090	Electrical Power Supply	Japan Electronics Show Association	Late October	
091	Green Power Certification System	Japan Natural Energy Company Limited	A/N (as needed)	
099	Exhibitors' Utility Booths	Japan Electronics Show Association		
104	Transport, Load-in / Load-out Service	Plus Cargo Service Co., Ltd.		
105	Package Booth Service & Rental Fixtures	Kogeisha Co., Ltd.		
114	PC and Monitor Rental	Kissei Comtec Co., Ltd.		
116	Internet Connection	Kissei Comtec Co., Ltd.		
117	Temporary Telephone Line Service	Kogeisha Co., Ltd.	Late October	
118	Antenna Installation	ASTEC K.K.		
119	Booth Air Conditioning	Kogeisha Co., Ltd.		
120	Water Supply, Drainage, Compressed Air and Gas	Three-S Setsubi Kogyo Co., Ltd.		
121	Meeting Room (Rental)	Japan Electronics Show Association		
122	Hotel Reservations	Kinki Nippon Tourist Co., Ltd.		
123	Food / Beverage Tickets	Makuhari Messe Inc.		
124	Catering Service	NILAX Inc.	A/N (as needed)	
125	Bento (Box Lunch) Delivery Service	Wako Sangyo Co., Ltd.		
126	Reception Staff / Non-technical Interpreter	Ken & Staff Co., Ltd.		
127	Booth Security Guard	TEXS Co., Ltd.	1	
128	Booth Photography	Kurano Photo Office	Late October	
129	Booth Cleaning	Chiba-Pref. Bldg. Maintenance Corp.	-	

# **Applications / Inquiries List**









# 3. Inquiries List

Item	Contractor	Address / Tel / Fax / E-mail	Contact	Page
Promotion / Management	Japan Electronics Show Association (CEATEC JAPAN Management Office)	5F., Ote Center Bldg. 1-1-3, Otemachi, Chiyoda-ku, Tokyo 100-0004 Tel: +81-3-6212-5233 Fax: +81-3-6212-5226 E-mail: exhibitor2014@ceatec.com	Yoshinaga Torikai Nishiyama	
CEATEC AWARD	CEATEC AWARD Office (ILCC Co., Ltd.)	ffice 162-0843 Tol: +81-3-5562-3677		029
News Center / US Media Panel Innovation Award	CEATEC JAPAN News Center	E-mail: 2014newscenter@mls.ceatec.com	Karasawa	033 036
Press Releases	Inoue Public Relations, Inc.	2F, Shinjukugyoenmae Annex, 4-34 Yotsuya, Shinjuku-ku, Tokyo 160-0004 Tel: +81-3-5269-2301 Fax: +81-3-5269-2305 E-mail: ceatec@inoue-pr.com	Suzuki Litwin Yoshida	037
Visitor Data Delivery Service (Barcode System)	Neonet Inc.	12F, World Trade Center Bldg. 2-4-1, Hamamatsu-cho, Minato-ku, Tokyo 105-6112 Tel: +81-3-6430-3193 Fax: +81-3-6430-3196 E-mail: edms@neonet-inc.jp	Minami Furuya	047
On-Site Ad Sign / Decorations / Floor work / Fireproofing Regulations / Hazardous materials / Display and Demonstration of UHF-band RFID Products / Temporary Telephone line / Air Conditioning	Kogeisha Co., Ltd	6-17-5, Hongo, Bunkyo-ku, Tokyo 113-0033 Tel: +81-3-5684-7343 Fax: +81-3-5684-7337 E-mail: ceatec@kogeisha.co.jp	Kodai Yagasaki Yamada	062,086 088,089 097,098 117,119
Guide Map Ad / Tray Sheet Ad	Eikosha Corp.	2nd Floor, Meguro F2 Bldg., 1-8-8, Nakameguro, Meguro-Ku, Tokyo 153-0061 Fax: +81-3-5794-1081 E-mail: ceatec@eco-eikosha.co.jp	Asami Mizuno	060 061
Ceiling Structure / Two-Story Booth Structures / Suspended Structure	Makuhari Messe Inc.	2-1, Nakase, Mihama-ku, Chiba-shi 261-0023 Tel: +81-43-296-0602 Fax: +81-43-296-0529 E-mail: ceatec@m-messe.co.jp	Taisuke Kato Shinya Kato Uchida	082 083 084

## 01-5 Applications / Inquiries List | 3. Inquiries List

Item	Contractor	Address / Tel / Fax / E-mail	Contact	Page
Electrical work	IIDA Electrical Works Co., Ltd.	1-8-21, Shinkiba, Kotoku, Tokyo 136-0082 Tel: +81-3-3521-3522 Fax: +81-3-3521-3699 E-mail: ceatec@iidae.co.jp	Takita(Mr.) Otsuka(Mr.) Kano(Mr.)	090
Green Power Certification System	Japan Natural Energy Company Limited	11F, Sumitomo-seimei Gotanda Bldg., 5-1-11, Osaki, Shinagawa-ku, Tokyo 141-0032 Tel: +81-3-5437-3561 Fax: +81-3-5437-3562	Shimamura Arai	091
Bonded Goods	Ishikawa-Gumi Ltd.	4-14-2, Higashi-ohi, Shinagawa-ku, Tokyo 140-0011 Tel: +81-3-3474-8102 Fax: +81-3-5460-9841 E-mail: igl-exhi@ishikawa-gumi.co.jp	Saito Hasegawa	092
Wireless LAN / PC and Monitor Rental / Internet Connection	Kissei Comtec Co., Ltd.	Otsuka S&S Bldg. 3-32-1, Minami-Otsuka, Toshima-ku, Tokyo 170-0005 Tel: +81-3-5843-0301 Fax: +81-3-5979-6335 E-mail: ceatec2014@network.kcrent.jp	Amino Narahashi	096 114 116
Insurance	Toho Agency Co., Ltd. Chiba Branch	5F Nippon Koa Bldg. 8-4 Chiba-minato, Chuo-ku Chiba-shi, 260-0026 Tel: +81-43-246-1441 Fax: +81-43-246-9704 E-mail: chiba-a@toho-ag.co.jp	Ogawa	102
Transport Load-In, Load-Out Service	Plus Cargo Services, Co., Ltd.	6F-S, Prologis Park Tokyo-Ohta,1-3-6, Tokai, Ota-ku, Tokyo 143-0001 Tel: +81-3-5492-7803 Fax: +81-3-5492-0645 E-mail: sinoue@plus-cs.co.jp	Inoue	104
Antenna Installation	ASTEC K.K.	1-4-12, Tsukiji, Chuo-ku, Tokyo 104-0045 Tel: +81-3-3543-1511 Fax: +81-3-3543-4552 E-mail: oshima@astec-inc.co.jp	Oshima Yamaguchi	118
Water Supply, Drainage, Compressed Air and Gas	Three-S Setsubi Kogyo Co,.Ltd.	2-15-4, Takinogawa, Kita-ku, Tokyo 114-0023 Tel: +81-3-5907-2100 Fax: +81-3-5907-2500 E-mail: info@sss-setubi.jp	Okumura Hayakawa	120

## 01-5 Applications / Inquiries List | 3. Inquiries List

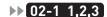
Item	Contractor	Address / Tel / Fax / E-mail	Contact	Page
Accommodations	Global Business Management Branch, Kinki Nippon Tourist Co., Ltd.	12F, Sumitomo-Shoji Kanda-Izumi-cho Bldg. 1-13, Kanda-Izumi-cho, Chiyoda-ku, Tokyo 101-0024 Tel: +81-3-6891-9354 Fax: +81-3-6891-9412 E-mail: ceatec2014-gb@or.knt.co.jp	Inagaki Nemoto Nakajima	122
Food/ Beverage Tickets	Makuhari Messe Inc.	2-1, Nakase, Mihama-ku, Chiba-shi 261-0023 Tel: +81-43-296-0525 Fax: +81-43-296-0529	Ticket charge	123
Catering Service	NILAX Inc.	2-1, Nakase, Mihama-ku, Chiba-shi 261-0023 Tel: +81-43-296-0512 Fax: +81-43-296-2003	Kotani	124
Bento (Box Lunch) Delivery Service	Wako Sangyo Co., Ltd.	5-38-3, Kyodo, Setagaya-Ku, Tokyo 156-0052 TEL: +81-3-3427-8331 FAX: +81-3-3427-8332	Sano	125
Reception staff and Non-Technical Interpreters	Ken & Staff Co., Ltd.	YKS Bldg. 4-14-7, Takadanobaba, Shinjuku-ku, Tokyo 169-0075 Tel: +81-3-3367-0020 Fax: +81-3-3367-0027 E-mail: y-ito@ken-staff.co.jp	Ito Nashimoto	126
Security Guard	TEXS Co., Ltd.	5-40-9 Higashiikebukuro, Toshima-ku, Tokyo 170-0013 Tel: +81-3-3590-6446 Fax: +81-3-3590-4001	Sato Ikegami Tani	127
Booth Photography	Kurano Photo Office	860-54, Higashifukai, Nagareyama-shi, Chiba 270-0101 Tel: +81-4-7155-3806 Fax: +81-4-7155-3806 E-mail: y.kurano@nifty.com	Kurano Umemura	128
Cleaning Service	Chiba-ken Buil Maintenance Corp.	2-1, Nakase, Mihama-ku, Chiba-shi 261-0023 Tel: +81-43-296-0534 Fax: +81-43-296-0753 E-mail: cbm-sato@bz01.plala.or.jp	Sato	129

# Promotion Tool

02-1 How to attract more visitors to your booth / How to distribute your information more broad	dly	
1. Internet Media	Important	023
2. Link to CEATEC JAPAN Featured Sites of Exhibitors	Free	024
3. Video Shooting and Website Posting for Introducing Your Exhibit	Free	025
4. Logo Mark and Web banners		026
5. Application for Invitations and Envelopes	Important	027
6. Customer Invitation Ticket	Free	028
7. CEATEC AWARD 2014	Free	029
8. US Media Panel Innovation Award	Free	033
Registration for Saturday Events	Free	034
10. Friendliness to Overseas Visitors	se cooperate	035
02-2 How to distribute your information through the	e press	
1. CEATEC JAPAN News Center	Important	036
2. Press Releases	Free	037
3. Distributing Your Press Releases in Japan and Overseas (Wire Services)	Free	038
4. Press Briefing Room	Free	039
5. Media Convention	Free	040
6. Press Conference at the Booth		041
7. Applying for Global Media Monitoring	Free	042
02-3 Sell from the Top		
1. Opening Reception	Important	044
2. VIP Registration	Free	045
3. VIP Room		046
02-4 How to satisfy your visitors more at the exhibi	ition	
Visitor Data Delivery Service (Barcode System)		047
<ol><li>Guided Tour to Promote the Interaction of Engineers (Application for Participation)</li></ol>	Free	050
3. Business Lounges	Free	051
4. New Technologies and Products Seminar / Exhibitor Seminar	Free	052
5. Reception Room		054
6. Listening Room		055
7. Booth Assessment Survey		056
02-5 How to advertise effectively		
Rules for Advertising	Important	057
2. Web Banner Ad		058
Mail Magazine Text Banner Ad		059
4. Guide Map Advertising		060
5. Tray Sheet Ads at Makuhari Messe		061
6. On-site Ad Signs		062

# Free services and tools that meet your needs

## Internet Media





You can enter information about your exhibits and press releases in the dedicated exhibitor site on the CEATEC JAPAN official website.

Your company information will also be shared through our social media accounts including Facebook and Twitter. Moreover, we offer a new service to upload videos (in English) that introduces your booth on YouTube.

## CEATEC AWARD 2014/ US Media Panel Innovation Award ▶▶ 02-1 7,8



We will confer this award for technology and products that are deemed highly innovative and influential in the market. The CEATEC AWARD has two categories: the Prize of the Minister of Economy, Trade and Industry, and the Prize of the Minister of Internal Affairs and Communications. Winners of the award will be announced on the CEATEC JAPAN official website and in other overseas exhibitions even after CEATEC JAPAN 2014 ends.

## **Invitations**



Invitation cards are useful for attracting potential visitors to your booth. You can distribute these cards as widely as you like.



## **CEATEC JAPAN News Center**





The CEATEC JAPAN press team will visit exhibitors for interviews and help them to introduce their exhibits to influential media and press companies both in Japan and overseas. You can distribute information about your products and services more broadly through CEATEC news articles posted on our official website.

## Invitation Cards for VIP Customers ▶▶ 02-1 6



We provide invitation cards for your important customers. These cards will help you strengthen business relationships with them. We pick up your VIP customers at JR Kaihin-Makuhari Station and welcome them at a dedicated reception desk at the venue of CEATEC JAPAN 2014. They can also enjoy a special lounge and other priority services in the exhibition center (registration required).

## Distributing Press Releases Overseas ▶▶ 02-2 3



You can distribute your press releases in multiple languages through the Business Wire network. We provide a free translation service into Japanese and Chinese. This service allows you to distribute press releases not only in the United States and Europe but also in all parts of China.

## Press Briefing Room

**DE 02-2 4** 



You can announce your products and services in the press briefing room adjacent to the press center.

## Global Media Monitoring

**DECOMPT** 02-2 7



During CEATEC JAPAN 2014, we offer services to monitor, collect, and quantitatively and qualitatively analyze news about your company and, if necessary, about your competitors on the Internet (230,000 media, social network services, and blogs across the world).

\*Certain services are charged.

## Media Convention





The media convention in 2013 gained large popularity among many media companies. This year, we will hold a media convention from 4 pm to 6 pm on Monday, October 6, the day before the official opening of CEATEC JAPAN 2014. Media reporters will visit your booth directly to cover your products and services. This is a good opportunity to increase your exposure in the media.

## Barcode System for Visitor Registration ▶▶ **02-4** 1



This is a data management service that gathers and stores business information about visitors by scanning barcodes printed on their badges. This system allows you to obtain and process visitor attributes and wish lists without exchanging business cards, thus eliminating data entry.

## Press Conference at the Booth >> 02-2 6



You can hold press conferences at your own booth during CEATEC JAPAN 2014, which can further increase your exposure in the media.

## New Technology and Products Seminar ▶▶ 02-4 4



At a seminar room with a capacity of 50 attendants, you can announce your new technology and products. This service includes prior online reservation and delivery of data on attendants.

\*This service is offered on the first-come-first-serve basis.

## How to attract more visitors to your booth / How to distribute your information more broadly



Please cooperate





## 1. Internet Media

CEATEC JAPAN has its Official Website, which provides information on exhibitors, conferences, access, and related industries.

#### ■ Dedicated Exhibitor Site

The dedicated Exhibitor Site is on the Official Website, through which exhibitors can receive support and enter their own exhibition information. The information will be immediately reflected on the respective exhibitor information pages on the Official Website, to ensure all information is up to date.

All data entered by exhibitors can be searched on the Official Website's free word search database. The more information that is entered, the greater the chance of attracting visitors. Inputting information is therefore a valuable way for exhibitors to promote their activities. Please enter your information by the end of July. You can change the information later at any time.

### Functions of Dedicated Exhibitor Site

- 1) Inputting exhibitor information
  - Exhibitor information, exhibit information (names, descriptions, photos of products), in-booth event information, contact information.
  - \*Based on the application, the Management Office fills in the basic information such as the head office address, website, and exhibition stage of the exhibitor. You can modify the information.
- ② Inputting texts for press releases
- ③ Uploading applications
- 4 Downloading materials

### How to Access the dedicated Exhibitor Site

The Management Office issues a unique ID and password to each exhibitor. Click the banner on the Official Website and enter the ID and password to log-in the dedicated Exhibitor Site.

## **■CEATEC JAPAN Official Website**

CEATEC JAPAN Official Website provides users and media both in Japan and overseas with various information, including exhibition information from exhibitors and the Management Office, news and reports from the News Center, and industry information from host organizations and media partners.



<Sample>

## ■Official Accounts on Facebook and Twitter

CEATEC JAPAN has its official accounts on Facebook and Twitter.

In CEATEC JAPAN 2014, the information conveyed through these two forms of media are highly appreciated by many users. Specifically, information on the exhibition and events is continuously updated until the opening day, and ongoing events at the venue are reported in real time during the exhibition.



CEATEC JAPAN official account on Twitter https://twitter.com/#!/ceatec



CEATEC JAPAN official page on Facebook http://www.facebook.com/CEATEC.JAPAN How to attract more visitors to your booth / How to distribute your information more broadly









## 2. Link to CEATEC JAPAN Featured Sites of Exhibitors

If an exhibitor creates a website featuring CEATEC JAPAN 2014, the CEATEC JAPAN Official Website will put a link to the site.

The combination of this link service and Dedicated Exhibitor Site will greatly help publicize information effectively.

If you wish to use this service, fill in the **Application for Links to CEATEC JAPAN Featured Sites <Form2>\*** and submit it by **Tuesday, September 30**, to the Japan Electronics Show Association.

Note that this link service is limited to a website featuring CEATEC JAPAN 2014.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

## **■**Display of Link

①Content

Exhibitor's name, booth number, title and screenshot of the featured website

## 2 Posting

On the front page and the page for featured site link of the CEATEC JAPAN Official Website

\*If too many exhibitors apply for this link service, the links on the front page will be displayed in random order.





Image of the front page

## Fee

Free of charge

### ■Posting Period

The link will appear three working days after the application until the closing day of the CEATEC JAPAN 2014 official website.

\*You can specify the start and end dates of publishing.

## How to attract more visitors to your booth / How to distribute your information more broadly



Please cooperate





3. Video Shooting and Website Posting for Introducing Your Exhibit

CEATEC JAPAN offers the following services to distribute exhibitors' information (English is recommended):

## [Video Shooting and Website Posting for Introducing Your Exhibit]

We offer a video shooting service free of charge during CEATEC JAPAN 2014 (October 7–11), with which exhibitors can introduce their key products and solutions at their own booth. The videos will be posted on the CEATEC JAPAN official channel on YouTube. The posting of your videos will be announced on the CEATEC JAPAN official website and in the official press release. This service will be useful for distributing your company's information to potential overseas customers who are unable to visit your booth.

### [Posting Your Presentation Materials on the Website]

We have prepared a special download page on the CEATEC JAPAN official website that will be available from October 7 to November 6. You can post free of charge on this page any single piece of presentation material related to your video. During this period, visitors of the page can view and download the posted materials. This provides an excellent sales tool even after CEATEC JAPAN ends. We also offer a list of viewers of the posted videos and presentation materials (optional, charged). If you wish to order the above service(s), please fill in the application form, **<Form3>\*: Application for Video** 

Shooting & Website Posting, and submit it to the Japan Electronics Show Association by Friday, September 5. Applications will be accepted on a first-come-first-serve basis from 10:00 am on Monday, July 7.

## Fee

## A. Video shooting and website posting (free)

- B. Option 1: List of video viewers: ¥216,000 (including tax)
- C. Posting of presentation material (1 piece) on the special download page (free)
- D. Option 2: Posting of 2 additional presentation materials (3 in total) and a list of viewers: ¥216,000 (including tax)
- \* If you order both Plans B and D, the total cost will be ¥324,000 (including tax).

## ■Note regarding application

Although we offer Plans A and C free of charge, Plan A is limited to 50 companies and Plan C to 100 companies due to the tight schedule for video shooting. Applications will be accepted on a first-come-first-serve basis until the limit is reached. Priority will be given to customers who apply for the optional services.

Exhibitors who have applied for service(s) will be contacted later by ITmedia Inc., a filming company, regarding the schedule for video shooting, the procedure for posting materials, and other relevant matters.

ITmedia Inc. (Human CentriX Corporation)
Platform Business Promotion Department (Hayashi, Sasayama)
Akasaka-Oji Bldg. 6F, 8-1-22, Akasaka, Minato-ku, Tokyo
Tel: +81-3-6824-9383 E-mail: CEATEC2014@ml.itmedia.co.jp

### Outline of video shooting

- 1)Time: About 3 minutes
- ②Date: Any day between October 7 and 11. The specific time will be decided on a first-come-first-serve basis.
- 3 Location: Anywhere on the venue of CEATEC JAPAN 2014
- 4 Footage: one continuous shooting with only one reshooting allowed
- \* We recommend that you introduce your products and solutions in English, because this service focuses on overseas viewers.

The order of uploading to YouTube may not be the same order of video shooting because of editing work and other reasons.

## **■**Delivery of videos

We will deliver the video data at a later date. You can freely use it for public relations.

①Data format: MP4, 480 × 360 ②Delivery: Within October

## Materials to be posted

- ①Materials that can be posted: presentation slides, catalogs, solution examples, product data, etc.
- ②File format: PDF, up to 20 MB per material
- ③Necessary information: Title in no more than 60 alphanumeric characters and outline in no more than 400 alphanumeric characters)
- \* Exhibitors who have applied for service(s) will be contacted later by ITmedia Inc., a filming company. Please prepare materials that meet the above requirements in advance.

Exhibitors who have applied for service(s) will

be contacted later by ITmedia Inc., a filming

company, regarding the schedule for video

shooting and other relevant matters.

#### List of Viewers

Exhibitors who have applied for optional services (charged) will receive a list of viewers of their videos and presentation materials posted on the special download page.

- ①You will receive a list of viewers of your videos posted on the special download page.
- The list includes the following information: viewer's name, company name, department, job title, address, telephone number, and email address.
- 3The viewer registration page for the special download page indicates the name of the exhibitor and a link to the web page containing the privacy policy.
- (4) The viewers are those who have agreed with the privacy policy and the terms and conditions regarding handling of their personal information, so you can use their information to contact them as potential customers.

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<sup>\*</sup>Download the application from the official website (www.ceatec.com) or use the online application system.

How to attract more visitors to your booth / How to distribute your information more broadly



Please cooperate



APP.

## 4. Logo Marks and Web Banners

Logo marks and web banners of CEATEC JAPAN are available. Exhibitors can use them for their promotional materials related to CEATEC JAPAN, including brochures, advertising materials, websites, booth structural parts, presentation materials, and videos.

### ■How to Obtain

Please download the PDF files or AI data from the dedicated exhibitor site.

■カラーコントロール 広告など各種印刷物に表記する場合は、下記のカラーコントロールに従い表示してください。

特 色 DIC 435

CMYK

C90% + M80% + Y20% + K60%

モノクロ

K 100 %

■ロゴマーク





最先端 IT・エレクトロニクス総合展

CEATEC

Cutting-Edge IT & Electronics Comprehensive Exhibition





■正式名称表示

シーテックジャパン 2014

**CEATEC JAPAN 2014** 

シーテックジャパン 2014

**CEATEC JAPAN 2014** 

■2014年開催テーマ

NEXT – 夢を生みだし、未来を描け

**NEXT** — Technology Makes the Future.

■公式WEBサイト表示

www.ceatec.com

www.ceatec.com







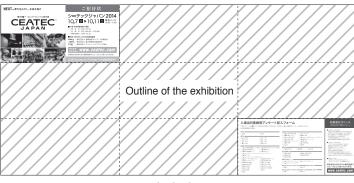


## 5. Application for Invitations and Envelopes

## Invitations (free of charge up to the prescribed number)

Invitations in Japanese and English are available free of charge in accordance with the number of booth spaces you have (see below). Please specify your preferred quantity in accordance with your booth space.

Number of booth spaces	Maximum number of free invitations
1 to 3	1,000
4 to 8	2,500
9 to 12	4,000
15 to 20	6,000
Every 5 booth spaces after 20	+1,200



#### Invitation

To be folded into three twice

The sheets will be folded down to the size of 100mm (H) x 210mm (W) and delivered.

\*No other type of invitation card is available.

Exhibitors with 2 booth spaces can apply for free invitations up to 1,000. Exhibitors can freely decide the ratio of language used: for example 800 Japanese versions + 200 English versions.

If you want more, additional invitations are available for ¥300 each (excluding tax).

\* All visitors must register for entrance. Please inform invitation receivers about this requirement.

This year, the invitation ticket format has been changed to a DM type invitation, in which a leaflet and an invitation card are combined. Please use this new tool to attract more visitors.

### ■Envelopes (available for a charge)

Envelopes for sending invitations are available for ¥20 each (excluding tax).

### ①Specifications

Material: Oriented polypropylene (OPP)

Size: 120mm (H) x 235mm (W) with a 30mm flap

Front: Matted white + black ink Rear: Transparent with no color

### 2Caution

OPP film is not suitable for direct printing. Please use address labels. You can use markers and stamps on the matted white surface, but it will take longer for the ink to dry.



Envelope

## ■How to apply

## You must apply even for free invitations.

Fill in "Application for Invitations and Envelopes" <Form4>\* and submit it to the Japan Electronics Show Association by Tuesday, August 5. Although applications will be accepted after the deadline, delivery will be delayed.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

### Delivery

Delivery of invitations and envelopes will start on Monday, August 18.

How to attract more visitors to your booth / How to distribute your information more broadly







Form5

## Customer Invitation Ticket

Customer invitation tickets are an effective B-to-B tool to impress your important or potential customers including executives and managers who have the power to make decisions regarding projects and procurement. These tickets offer several privileges which your valuable customers will appreciate.

## ■Valid period

Tuesday, October 7 to Saturday, October 11 (Five days)

## ■Exclusive services for holders of customer invitation tickets (free of charge)

- ①Free taxi service is available from Tuesday, October 7 to Friday, October 10 between JR Kaihin-Makuhari Station and the exhibition venue in the Makuhari Messe convention center.
- The Business Area in the Customer Lounge is available from Tuesday, October 7 to Friday, October 10.
  - \*Food and drink.
  - \*Internet access (public wireless LAN is planned)
  - \*Exhibitors can use this area for meetings with ticket holders.
  - \*The location is shown on the ticket.
- 3 Interpreting service (Japanese, English, Chinese)
  - \*Upon request, CEATEC JAPAN can assist ticket holders from overseas.

Some services may not be available due to capacity.

## Registration

Download the Excel file <Form5> from the dedicated Exhibitor Site, enter the necessary information, and submit it to the Japan Electronics Show Association by Friday, September 12. It will take about one week to issue tickets because of printing and registration. Delivery of tickets will be delayed if registration is after Friday, September 12. The information provided by exhibitors will not be used for any purpose except for issuing customer invitation tickets.

## Number of tickets (free of charge)

50 for 1 to 3 booths

40 for 4 to 8 booths

20 for 9 to 12 booths

10 for 15 booths or more

\*Contact the Management Office for an extra quota.

### Process

①Exhibitors register the information of customers they wish to invite (deadline: September 12).

\*Download the Excel file from the dedicated Exhibitor Site, enter the necessary information, and submit it to the Management Office.



②The Management Office sends personalized customer invitation tickets to the exhibitors.



③Exhibitors (or their sales staff, etc.) distribute the tickets to customers.



4 Your target customers visit CEATEC JAPAN 2014.

## Delivery

CEATEC JAPAN will deliver the tickets to exhibitors from late August. It will take about one week to print and register tickets before issuance. Please allow for this time when deciding when to send tickets to customers.

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7. CEATEC AWARD 2014

CEATEC AWARD recognizes excellent technologies, products, and services from among a large number of exhibits at CEATEC JAPAN 2014. Based on academic, technological, promising, and marketable criteria, the CEATEC AWARD 2014 Review Panel will review entry exhibits and confer the award on innovative and sophisticated ones.



Exhibitors who wish to apply for this award must download the **Application for CEATEC AWARD 2014 <Form6>\***, fill in the necessary information, and submit it by **5:00 p.m. Wednesday, September 10**, to the CEATEC AWARD 2014 Management Office at ILCC.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

### **Category** \*Ministry Awards are listed in order of establishment of respective ministries.

## (1) Minister of Internal Affairs and Communications (MIC) Award: 1 item (Pending)

The CEATEC AWARD MIC Award will be presented for the most advanced technologies, products, services and supporting components and devices of those exhibits entered for the CEATEC AWARD 2014. These exhibits are expected to contribute to the efficiency of economic activities as well as value-added promotion through network communication and broadcasting technology.

## (2) Minister of Economy, Trade and Industry (METI) Award: 1 item (Pending)

The CEATEC AWARD METI Award will be presented for IT and electronics products, services, content technology, collaborating and integrating technology with other companies, and supporting components and devices of those exhibits entered for the CEATEC AWARD 2014. These exhibits are expected to be most advanced, novel, and marketable worldwide.

### (3) Category Awards

Grand Prix (1 item) and Semi-Grand Prix (1 to 2 items) will be selected and awarded for the following categories.

### ①Lifestyle Innovation Category

Applicable exhibits: innovative products, services, systems, contents, and their relevant technologies and concepts that help create a prosperous, pleasant, inspiring, comfortable, convenient, smart lifestyle and society for individuals, families, and the entire society

### 2 Social Innovation Category

Applicable exhibits: innovative products, services, systems, and their relevant technologies and concepts that create a next-generation network society for network-based smart business, work style, commerce, and social or industrial systems that raise the level of industry or ensure safety and security

## ③Key Technology Category

Applicable exhibits: advanced electronic components, semiconductors, electronic devices, and their relevant products, technologies, and concepts that are essential for developing IT and electronic products and that support the innovation of next-generation products

## ④Green Innovation Category

Applicable exhibits: IT and electronics devices, software programs, and concepts that can ease burdens on the environment mainly by conserving energy (reducing CO<sub>2</sub> emissions)

### (4) Review Panel's Special Award

The Review Panel's Special Award will be presented upon the recommendations of the Panel.

### Reviewers and Schedule

## (1) CEATEC AWARD 2014 Review Panel (Expected members)

- 1) Academic experts (Listed in random order)
  - ●The Institute of Electronics, Information and Communication Engineers
  - Japan Society of Applied Physics
  - ●The Institute of Image Information and Television Engineers
  - Information Processing Society of Japan
  - ●Institute of Electrical Engineers of Japan
- 2 Mass media

(Listed in random order)

- Japan Broadcasting Corporation
- Nikkei Inc.
- Nikkei Business Publications, Inc.
- ●ITmedia. Inc.
- 3 Minister Award review observer (Listed by date established.)
  - Ministry of Internal Affairs and Communications, Japan
  - Ministry of Economy, Trade and Industry, Japan



# (2) Minister Award review / Category awards primary review (Wed.) 24th September

Application forms will be sent to each member of the panel. After reviewing the documents, a Minister Award review meeting and primary review meeting will be held to select MIC Award, METI Award and exhibits to be considered for a category award at the venue.

- \*Review Panel members may contact the person in charge of the exhibit during the review period to confirm the detailed content of the said exhibit.
- 1) Considerations when reviewing the MIC Award
  - •New network technology, systems, and services that contribute to future prosperous society and lifestyles as well as town-planning, such as the more advanced utilization systems of an information and communications network
  - ·Use of ICT to address disasters and create a secure, safe society and offer added value to society
  - •Innovative systems, services, and supporting technologies that aim to achieve beneficial, new unified communication
- 2 Considerations when reviewing the METI Award
  - Products, systems, services, contents and their elemental technologies that will make individuals and house-holds more prosperous in the future through the use of revolutionary video and information technology
  - Elemental and key technologies that offer new value in various fields such as mobility, medical science and healthcare
  - · Japanese-originated IT and electronics products and their technologies that will contribute to elemental technologies that encourage innovative development and key technologies for Japanese regeneration in a variety of product development fields, and will have an impact on tomorrow's global market
- ③Evaluation points: Exhibits will be marked on novelty, marketability, environment and safety. CEATEC AWARDS 2014

## (3) Reviewing exhibits for a category award at the venue (Tue.) 7th October

At the Makuhari Messe CEATEC JAPAN 2014 venue

The time schedule for the review of selected products at the venue will be notified later.

# (4) Category Award Grand Prix, Semi-Grand Prix final review (Tue.) 7th October

After the venue review, the Category Award Grand Prix, Semi-Grand Prix, and the Review Panel's Special Award will be selected by the Review Panel.

## ■Announcement and Award Ceremony

# (1) MIC Award and METI Award Announcement and Award Ceremony Date: (Tue.) 7th October, noon

Venue: CEATEC JAPAN 2014 Opening Ceremony (Hotel New Otani, Makuhari)

## (2) Category Awards

 Announcement of category award exhibits that passed the primary review

## Date: (Mon.) 6th October

At the venue: Documents will be handed out at the CEATEC JAPAN 2014 press conference. The category award exhibits that passed the primary review will be announced and a list of the applicants will be distributed to the press.

②Announcement of the Grand Prix and Semi-Grand Prix for each category and the Review Panel's Special Award

## Date: (Wed.) 8th October

Method: Press release, CEATEC JAPAN official website, posted at the entrance to the venue

③Award ceremony for the Grand Prix and Semi-Grand Prix for each category and the Review Panel's Special Award

Date: (Thu.) 9th October, 10:00 a.m.

At the CEATEC JAPAN 2014 venue

## Advantages of entering

## (1) Greater exposure in the media

- The list of applicants is distributed to the press to encourage their reporting.
- The award results are widely publicized.

About 2,000 media through CEATEC JAPAN (in Japanese)

About 8,000 media through PR Newswire (in English and Chinese)

- Follow-up reporting during the exhibition is expected.

### (2) Attracting visitors

- The results are posted on the Website.
- The results are posted at the Central Entrance.
- The Award Plates are displayed in the booth (the plates are presented by the Review Panel).

## (3) Advertising overseas

Award winners will be introduced at the CEATEC booth in AEES 2014 and CES 2015, and at various press conferences held by CEATEC. (Details will be announced separately.)

## (4) Sales and advertising

CEATEC logos may be used in the sales and promotion tools, and advertisements of award winning products.







## Application

(1) Applications must be received no later than 5:00 p.m. JST on September 10 (Wed.).

### (2) Application method

- •Please submit the application form to the Management Office by post or e-mail after filling in requirements per product and project, and attaching documents showing images, photos, and technically detailed information on the entry exhibit which give the most definite image possible of the exhibit. The maximum size of the document is 10 A4 pages.
- •There are no limits on the number of applications and applications over several categories per exhibitor.
- Applicants must be exhibitors at CEATEC JAPAN 2014.

## (3) Send to

CEATEC AWARD Management Office at ILCC (Person in charge: Sugawara)

E-mail: award2014@ceatec.com

2-7-15 Ichigayatamachi, Shinjuku-ku, Tokyo 162-0843

Tel: +81-3-5562-3677 Fax: +81-3-5562-3666

## (4) Notes

- -The category award exhibits that pass the primary review will be announced at the press conference on October 6 (Mon.). The outline described in the application form and the attached images or photos will be distributed. If you do not want this, please clearly state so on the application form; in which case only your company name will be announced.
- -Entry exhibits must not infringe other patents or be in dispute.
- -The application will be rejected if malicious intention or misstatements are found.
- -The information contained in your application will be handled with great care.

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#### 8. US Media Panel Innovation Award

An independent advisory panel of US journalists in the fields of IT and home electronics review and commend significant products, technologies, and services at CEATEC JAPAN 2014, based on their innovativeness and potential influence on the US market.

The announcement of winners and the award ceremony will be held during CEATEC JAPAN 2014, and the ceremony will be broadcast worldwide.

Exhibitors who wish to apply for this award must download the **Application for US Media Panel Innovation Award <Form7>\***, fill in the necessary information, and submit it by **Friday, September 19**, to the Japan Electronics Show Association (in English or Japanese).

\*Download the application from the official website (www.ceatec.com) or use the online application system.

#### **■**Entry Prerequisites

Products, technologies, and services that will be exhibited at CEATEC JAPAN 2014 and meet the criteria of the US Media Panel Innovation Award. Multiple entries are possible.

#### ■ Applicable Field (tentative)

Home Entertainment, Computing and Networking, Electronic Components, Mobile Technology, Software, Digital Imaging, Transportation, Health and Household, Smart Community

#### Review

The inspection and evaluation of items will be conducted on October 6, the day before the start of the show (only at accessible booths) and on October 7, the first day of the show. Of the items evaluated, the most influential and innovative product, technology, or service will receive the award.

#### Criteria

- Influential products that may have a major impact on or are relevant to the US market
- Unique and innovative products that answer growing needs
- · Products offering user-friendly, simplified operation
- · Uniquely designed or particularly attractive products
- Products with technologies that improve energy efficiency or use alternative energy sources

#### ■ Media Coverage

The prior notice and images of the ceremony will be announced worldwide by Business Wire (in English, Chinese, and Japanese). Details of the awards will also be available through the media to which each judge belongs. The Management Office will also encourage prominent media organizations to report on the awarded products.





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## 9. Registration for Saturday Events

To attract general visitors, CEATEC JAPAN will make the final day of the exhibition (Saturday) free-of-charge and open to the public, and is planning a variety of events for families, students, and children to pass on Japanese monozukuri (manufacturing craftsmanship) to future generations.

Please provide the Management Office with information concerning events that exhibitors are considering holding on this final day for general visitors. Exhibitors' individual events will be promoted together with the events of the Management Office via press conferences and the Official Website.

#### ■ Registration

Please download the Registration for Saturday Events <Form8>\* (PowerPoint file) from the dedicated Exhibitor Site, fill in the event information, and submit it to the Japan Electronics Show Association.

E-mail: exhibitor2014@ceatec.com

#### Deadline

Wednesday, September 19

#### Publication

- A special page for Saturday events is scheduled to be placed on the Official Website in mid September.
- •Event information will be announced at the press conference on October 6 (Mon.).





(Image)



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### 10. Friendliness to Overseas Visitors

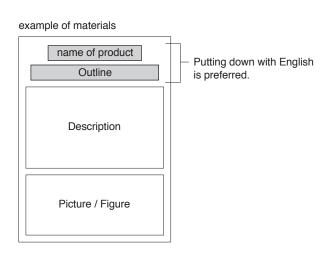
CEATEC JAPAN has adopted various international strategies to announce the latest findings, trends, and activities worldwide, and in 2013 we received a total of 1,387 visitors from overseas. We expect to have many overseas visitors again this year, so we ask all exhibitors to assist in creating a good environment for international visitors.

#### ■Requests to exhibitors

- ①Post Exhibitor information in English on the CEATEC JAPAN Official Website
- 2 Provide and distribute English-language press releases
- 3 Make English-language materials available
- ⑤Use different languages and international symbols in notices and panels at exhibition booths

  More visitors from overseas probably understand English rather than Japanese. So we recommend that
  the name and outline of exhibits is described in English as well as Japanese. In addition, a lot of visitors
  will come from Asian countries and regions. Therefore, multilingual signage or print material would be
  effective and appreciated.





#### Friendliness to overseas visitors registration

CEATEC JAPAN provides overseas visitors with information on booths with English language materials and interpreters. If you will be providing such services for overseas visitors, please register this with the Japan Electronics Show Association by **August 29**, using the "**Registration of Overseas Visitors Correspondence**" **<Form9>\***. This registered information will be fully introduced along with your booth information via the official website and mail magazine for overseas visitors.

We do accept registrations at any time after the deadline, but please note that it will take some time to upload the information.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

# How to distribute your information through the press









### 1. CEATEC JAPAN News Center

CEATEC JAPAN has a News Center with its own planning, reporting, and editing teams. The News Center distributes various news, primarily about the exhibits, to prospective visitors, industry people, and the public. At the request of exhibitors, the News Center will assist their public relations activities by reporting on their key products, technologies, or services and distributing information about them, or encouraging the mass media to cover them.

#### ■Information Distributed by the News Center

Reports compiled at the News Center are posted on the CEATEC JAPAN Official Website as CEATEC NEWS, an exclusive news media of CEATEC JAPAN. Those that are edited into press releases are distributed to the mass media worldwide via the Press Release Distribution Service.

In addition, reports are distributed via CEATEC JAPAN E-mail News to prospective visitors and industry people. The Center will also encourage electronic and print media both in Japan and overseas to cover the news.



#### ■ Reporting and Planning by the News Center

Professional writers will meet with and interview exhibitors, and then write articles.

At the exhibitor's request, they will make suggestions on appropriate styles to attract potential customers and prospective visitors, as well as on the selection of themes to attract the mass media.

#### **■**How to Use the News Center

Early exposure to the media is the most effective means to increase the number of visitors to the booth. The News Center has excellent links with various mass media including TV stations. The earlier exhibitors provide information, the more opportunities the News Center will have to convey it to various media.

Please contact the News Center soon to seize the opportunity to increase your exposure in the media.

#### **■**Contact

Please fill in the **Application for News Center Information Distribution <Form10>\*** and submit it to the Japan Electronics Show Association. The Center also accepts information via e-mail.

E-mail address:

#### 2014newscenter@mls.ceatec.com

In the e-mail, please specify the exhibitor, products or technologies to be promoted (with a brief description), and the person in charge.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

The News Center is available free of charge. Please feel free to contact the Center.

# How to distribute your information through the press









#### 2. Press Releases

CEATEC JAPAN supports media exposure through the following methods.

#### ■ Press release posting on the CEATEC JAPAN Official Website

Exhibitors' press releases can be posted on the CEATEC JAPAN Official Website by inputting into the CEATEC JAPAN 2014 Exclusive Exhibitor Site.

#### Press release distribution service

Exhibitors' press release on CEATEC JAPAN 2014 can be distributed free of charge for one time. For details, see page 038.

#### ■Press release to be distributed at the CEATEC JAPAN 2014 press conference (October 6)

A press conference will be held in Tokyo on October 6 (Mon.). In addition to an outline of the exhibition and keynote speeches, exhibitors' press releases will be announced at the press conference.

Please submit your press releases in advance so that these can be distributed at the press conference.

Distributing press releases will give exhibitors the opportunity to get their information into the newspapers and also entice the press to their booths. We would appreciate exhibitors' cooperation.

#### (1)Format:

No particular format; the content should be ready to hand out to the mass media.

Press releases should include

- ·Exhibiting company's name
- Exhibition Stage
- Booth number
- Contact Information for inquiries
- ②Number of copies (as a guide)
  - •Japanese: 250 copies
- •English: 50 copies

  ③Submission deadline

Submit press releases to Inoue Public Relations, Inc. by Tuesday, September 30.

#### ■Press release posting at the CEATEC JAPAN Press Center

At the Press Center, the Management Office offers various services and distributes news to the media. The press release and press kit of your main exhibits (products and technologies) will also be distributed.

#### 1)Format:

No particular format requirements. Exhibitors can use their own press releases and press kits. Promotional videos and CD-ROMs and other giveaways in addition to press releases can also be placed.

②Number of Copies to submit

Japanese: 100 copiesEnglish: 20 copies

#### 3 Content

Press releases should include

- •Exhibiting company's name
- Exhibition Stage
- ·Booth number
- Contact Information for inquiries
- 4 Submission Deadline and Address

Submit press releases to Inoue Public Relations, Inc. by Tuesday, September 30.

Press releases and press kits can be brought directly to the Press Center from October 6 (Monday) onwards.

Inoue Public Relations, Inc. Persons in charge: Suzuki, Litwin, Yoshida 2F, Shinjukugyoenmae Annex, 4-34 Yotsuya, Shinjuku-ku, Tokyo 160-0004 Tel: +81-3-5269-2301 Fax: +81-3-5269-2305 E-mail: ceaec@inoue-pr.com

# How to distribute your information through the press









## 3. Distributing Your Press Releases in Japan and Overseas (Wire Services)

In cooperation with major news agencies across the world, we will distribute exhibitor press releases free of charge. If you wish to use this service, please download "Template for Distributing Press Releases Overseas (Wire Service)" <Form 11> (MS Word format) from the CEATEC JAPAN 2014 Exclusive Exhibitor Site. Enter the necessary information and submit it to the Japan Electronics Show Association.

#### Destination

- 1)Japan
- (2) China (Mainland, Hong Kong, and Taiwan)
- 3 The United States

Your press releases will be distributed on a global scale in cooperation with major news agencies across the world. These news agencies include Reuters, Associated Press, Bloomberg, and Dow Jones for global distribution, as well as Jiji Press for distribution in Japan. Your press releases are also sent to newspapers, TV stations, radio stations, on-line media, trade papers, and professional journals.

Press releases distributed will be listed on the website of Business Wire as the history of news distribution (English and Chinese versions only).

#### Languages

English, Chinese, and Japanese

#### Period

Monday, September 1 to Friday, October 31

\* Please apply at least two days before the desired distribution date.

#### Fee

One press release for each exhibitor: free

English, Chinese, and Japanese versions with the same content are counted as one item. Additional press releases can be distributed for ¥21,600 each (tax included).

#### Partner

**Business Wire** 

#### How to use the service

Please prepare your manuscript in Japanese, English, or Chinese using "Template for Distributing Press Releases Overseas (Wire Service)" (MS Word format) and submit it to the Japan Electronics Show Association. Text length is limited to 400 words of English and 1000 characters of Japanese/Chinese. You can download this format from the CEATEC JAPAN 2014 Exclusive Exhibitor Site.

Submit to: 2014newscenter@mls.ceatec.com

\* See "Template for Distributing Press Releases Overseas (Wire Service)" for details.

#### ■Supplementary services (free)

The following services are available free of charge:

- ①Translating your press release into Japanese, English, and/or Chinese (The content cannot be localized.)
- 2 Allowing the use of CEATEC JAPAN logotypes
- (3) Allowing the attachment of a photo, image, or video (1 piece only)
- 4 Reporting the distribution result

# How to distribute your information through the press



Please cooperate





4. Press Briefing Room

Press briefing rooms will be set up in the International Conference Hall for exhibitors to use for product announcements and press conferences from the day before the opening day to the final day of the exhibition. The product announcements and press conferences will draw attention to your products and thus make your exhibition more effective.

Exhibitors who wish to use the press briefing rooms are requested to submit the **Application for Press Briefing Room <Form12>\*** to the Japan Electronics Show Association (JESA) by **Friday, September 19. Applications will be accepted from 10:00 a.m. on Monday, July 7.** Reservation times will be allocated on a first-come-first-served basis.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

#### **■**Open

Monday, October 6, 10:00 a.m. - 2:30 p.m.

Tuesday, October 7 - Friday, October 10 10:00 a.m. - 4:30 p.m.

\*There is no time slot on and after 2:30 p.m. on the day before the exhibition, October 6 (Monday), and all day on the final day, October 11 (Saturday).

#### Location

- 1. On-site special Press Center at the International Conference Hall, 2nd Floor (capacity: 50 people, chairs with desks are provided)
- 2. Room No. 201 at the International Conference Hall, 2nd Floor \*Only on Monday, October 6. (capacity: 120 people, tables and chairs are provided)

#### Fee

Free of charge

#### **Equipment**

Speaker's podium, microphone, PA equipment, projector and screen

\*If a PC is necessary, please bring your own. PCs can be rented (for a fee) if necessary.

#### Reservations

Applications will be accepted from 10:00 a.m. on Monday, July 7. Reservation times will be allocated on a first-come-first-served basis.

#### ■Timetable (code)

		10:00~ 10:30	11:00~ 11:30	12:00~ 12:30	13:00~ 13:30	14:00~ 14:30	15:00~ 15:30	16:00~ 16:30
October 6 (Monday) *The day before the exhibition	On-site special Press Center (capacity: 50 people)	P-01	P-02	P-03	P-04	P-05		
	Room No. 201 (capacity: 120 people)	C-01	C-02	C-03	C-04	C-05		
October 7 (Tuesday)	On-site special Press Center (capacity: 50 people)	P-06	P-07	P-08	P-09	P-10	P-11	P-12
October 8 (Wednesday)	On-site special Press Center (capacity: 50 people)	P-13	P-14	P-15	P-16	P-17	P-18	P-19
October 9 (Thursday)	On-site special Press Center (capacity: 50 people)	P-20	P-21	P-22	P-23	P-24	P-25	P-26
October 10 (Friday)	On-site special Press Center (capacity: 50 people)	P-27	P-28	P-29	P-30	P-31	P-32	P-33

#### ■Correspondence with the press and media

The timetable of the press briefing rooms will be informed to registered press members and be posted in the on-site special Press Center during the exhibition period. However, exhibitors are requested to send invitations to the press and media.

#### ■To make announcements more effective

Please use our free support service efficiently to make your product announcements and press conferences at the press briefing room more effective. This service will distribute various information from the News Center, post product and release information on the official website, and distribute such information through the Press release distribution service and on-site Press Center.

# How to distribute your information through the press









### 5. Media Convention

CEATEC JAPAN will pre-open for the press at 4:00 p.m. on the day before the opening day.

Media reporters will visit your exhibition booth to cover your products and services. This is a good opportunity for you to increase the exposure in the media and make your exhibition more effective.

Exhibitors who wish to use this service are requested to submit the **Application for Media Convention <Form13>\*** to the Japan Electronics Show Association (JESA) by Friday, **September 12**.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

#### Schedule

Monday, October 6, 4:00 p.m. - 6:00 p.m.

#### Location

Your exhibition booth (if it is available)

#### Fee

Free of charge

#### Note

- 1.Exhibitors must have completed the booth set-up before the above starting time (October 6, 4:00 p.m.). Applicants can work after 7:00 p.m. on Sunday, October 5 without charge.
- 2. Media reporters will feely visit your booths, not guided.
  - We will distribute the information on applicants to the press. However, this does not guarantee that press reporters will visit your booth.
- 3. During the pre-opening time, press conferences at your booths or meeting rooms or other attempts to keep the press around you are prohibited.
- 4.Do not leave materials and waste in aisles during the Media Convention (4:00 p.m. 6:00 p.m.)

#### ■Information to the press

We will announce this service in the press release on July 17.

The detailed information on booths which are ready for reporting will be introduced at the CEATEC JAPAN 2014 press conference on October 6.

We await your application.

# How to distribute your information through the press









#### 6. Press Conference at the Booth

Exhibitors who plan to hold a press conference at their own booth for new products or other purposes on October 7 (Tue.) are required to fill in the **Application for Press Conference at the Booth <Form14>\* and submit it by Friday, September 12**, to the Japan Electronics Show Association. If a release date is specified, the information will be kept confidential and not revealed to third parties until that date.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

#### ■ Allowable Number of Press Conferences

One press conference per time slot (first come, first served)

#### ■Time and Date

	Application code
Time slot	October 7
10:00~10:45	Α
11:00~11:45	В
12:00~12:45	С
13:00~13:45	D
14:00~14:45	E
15:00~15:45	F
16:00~16:45	G

#### ■Inviting the Press

- ①It is the responsibility of the exhibitor to inform the press of holding a press conference at the booth.
- ②In order to enter the venue, all press staff are required to wear a press badge issued by CEATEC JAPAN. The exhibitor should ask them to register on the CEATEC JAPAN Official Website in advance or at the Press Center on the day.

#### ■Support by Management Office

- ①Press conferences at booths will be announced at the CEATEC JAPAN press conference, which will be held in Makuharimesse on October 6 (Mon.).
- We will make sure that information about press conferences at booths is available at the Press Center.

# How to distribute your information through the press









## 7. Applying for Global Media Monitoring

Exhibitors can access news analysis software free of charge for a week. This software package, Online Media Monitoring, is provided by Meltwater Group headquartered in San Francisco, USA.

This service allows you to monitor in real time how your company's information appears on various online media both in Japan and overseas. This service will help you analyze the effectiveness of your public relations and collect relevant information.

#### ■Online Media Monitoring

Meltwater News Online Media Monitoring monitors more than 230,000 online news media, Twitter, YouTube, Facebook, and blogs (all including overseas media) and offers CEATEC JAPAN exhibitors real-time business information every day.

#### Advantages of trying Meltwater News Online Media Monitoring

- ①You can view news articles and social media postings in real time
- ②You can clip useful information before, during, and after CEATEC JAPAN 2014
- 3 Can view overseas news in real time

Although services available during the free trial session are limited to a certain range of product modules due to technical restrictions and data-processing costs, Meltwater offers total support. The content of services can be tailored to each exhibitor's needs and confirmed on a demonstration screen. Please feel free to ask about details of the free trial. Paid services for more useful functions are also available.

Meltwater Group
Person in charge: Ms. Yoriko Sasakura
yoriko.sasakura@meltwater.com
Tel: +81-3-6415-3911

#### ■Supplementary services (free)

- ①Collecting of information relevant to your business from more than 230,000 global news media, Twitter, YouTube, Facebook, and blogs
- ②Unlimited access to the keyword search function
- 3 Issuing of daily email alerts
- 4) Sharing of results of media monitoring
- ©Outputting of results of your search in MS Excel spreadsheets



Easy-to-use dashboard-style screen: sentiment analysis and word cloud



Social media analysis

#### Period

For one week anytime between August 1 and November 30, 2014

During this period, you can log in to the website platform, which can be customized. On the page, you can confirm how effectively your public relations and marketing activities appear in online news and social networking media both in Japan and overseas. In addition to receiving latest news alerts every day, you can search your exposure in the media before and after your events in CEATEC JAPAN 2014 to learn its effectiveness.

#### ■How to apply

- ①Please apply for this trial using the following online form: http://unbouncepages.com/meltwater-free-trial-ceatec2014/
- ②Meltwater will contact you to explain details of the service.
- 3Meltwater staff will help you set keywords and other items and support you during the trial period.

#### Additional functions (charged services)

You can also order additional charged services listed below as necessary. If you wish to use some or all of the services, please contact the person in charge at Meltwater. The staff will propose the best solution that suits your needs.

- ①Media outreach (distributing your press releases overseas)
  - Databases of more than half a million journalists
  - Email distribution system for your press releases
- ②News feeds
  - Distribution of rich site summary (RSS) to your website, intranet, and social media sites
- **3Newsletters** 
  - Simultaneous emailing of the latest news articles (collected by the CEATEC JAPAN News Center team)
- **4** Meltwater Buzz Social Media Marketing Solutions

#### Listening modules

- Measurement of your exposure in social media sites
- Comparative analysis of your company against your benchmarks, such as your competitors and other companies in the same industry
- Identification of current industry trends
- Coverage of more than 300 million social media channels in the world

#### **Engagement solutions**

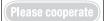
- Easy management of your official Facebook or Twitter page
- Simultaneous management of your websites for multiple brands and campaigns
- Secure storage of important records of your social activities in the Meltwater system
- Creation of materials/data for your strategic plans focusing on social media

#### **Promotions**

- Simple and easy design for tabs of your company's Facebook account or campaign websites by use of Meltwater Connect
- User-friendly operation screens

## **Sell from the Top**









## 1. Opening Reception

The Opening Reception, held on opening day, is an opportunity for effective communications between representatives of exhibiting companies, the press, the sponsors, supporting organizations, and invited guests of exhibitors.

#### **■**Time

Tuesday, October 7, 12:00 p.m. - 1:30 p.m.

#### Location

Hotel New Otani "Tsurunoma"

#### **■**Guest Registration

Your company's CEO (or other senior representative specified in the Exhibition application form) is automatically registered as an invited guest.

In addition to the CEO or other senior representative of each exhibiting company, each exhibitor is entitled to one invitation per booth (i.e., six invitations for six booths). If your company is to be represented by a senior executive who is not the CEO, please register his or her name in advance. Please download the file <Form15> on the dedicated Exhibitor Site and submit the registration sheet to the Japan Electronics Show Association (JESA) by Friday, August 22.

Exhibitors are requested to inform the Management Office as soon as possible if there are any changes in information on their exhibitor application form.

#### ■ Distribution Date

Invitations is planned to be sent out to each invitee directly from the Management Office in early September. CEATEC JAPAN 2014 Entry Pass, vehicle sticker and exhibition leaflet will be enclosed with invitations.







## **Sell from the Top**









## 2. VIP Registration

Following VIP services are available for executives (directors and above) from exhibiting companies who visit the site by car.

Please fill in **VIP Registration** or fill in the data in an designated excel format **<Form16>** and submit it to Japan Electronics Show Association by **Friday, September 26.** The excel format can be downloaded at Download Corner on the Exclusive Exhibitor Site.

When registered VIP visits the site, please be sure to check in at the VIP reception desk located in the first floor of International Conference Hall.

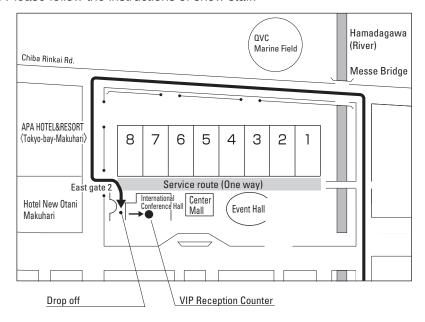
#### ■Vehicle sticker

VIP vehicle sticker will be distributed around Monday, September 29.

\*This sticker is valid only for VIP visit, not allowed to use any other purpose, such as commuting between your office and Makuhari Messe.

#### ■VIP car escort service

**VIP Vehicle sticker** will be issued (valid through the show). The VIP vehicle with the sticker can enter from the East Gate No.2 to VIP Reception Counter. VIP vehicle parking lot will be reserved, near the International Conference Hall. Please follow the instructions of show staff.



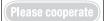
#### **■VIP Reception Counter**

The VIP Reception Counter will be set up on the first floor of the International Conference Hall to welcome and provide services to special VIP guests.



## **Sell from the Top**









Form17

### 3. VIP Room

VIP Room will be set up in the International Conference Hall. Exhibitors who wish to use the room, are required to submit Application for VIP Room <Form17>\* to Japan Electronics Show Association by Friday, **September 26.** Applications are acceptable even after the deadline if there is a vacancy.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

#### ■Room capacity

Up to 6 guests

#### ■Room charge

¥5,400 per hour per room (drink service and tax included).

#### Hours

From 1 to 2 hours at a time, between 9:00 a.m. and 5:00 p.m. from Tuesday, October 7 to Saturday, October 11.

#### Facilities (the room charge includes the following)

Reception set, dining table (in 3 rooms only), exhibition information

1 soft drink for each guest (coffee, tea, orange juice, cola, oolong tea and beer (small bottles))

\*Meal services (Shokado Bento box lunch) are available for an additional fee of ¥3,240 (tax included) per box lunch.



# How to satisfy your visitors more at the exhibition





¥43.200

¥540,000

Note 1

Note 2





## 1. Visitor Data Delivery Service (Barcode System)

CEATEC JAPAN uses an entrance registration system for visitors with their prior consent.

All visitors are required to carry an entry pass with a barcode. So exhibitors can gather data about visitors by reading the barcode, and then receive visitors' business card information and survey data later. This digitized data can be obtained by downloading or via a sales management systemNote 1.

We offer a service package consisting of one barcode reader and its basic system free of charge if you order this service in advance (some of the data acquisition methods will be charged separately). Please use this service and make your sales activities more effective.

Although this service is free, an application is required. If you wish to order this service, please fill in the Application for Visitors' Data Delivery Service <Form18>\* and submit it to Neonet Inc. by 5 p.m. on Friday, September 26.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

#### ■Advantages of implementing the barcode system

During the exhibition	<ul> <li>Easily record visitors</li> <li>Acquire more detailed information in addition to business cards</li> <li>Collect information from visitors carrying no business cards</li> <li>Save time and cost of collecting business cards and entering the data</li> </ul>
After the exhibition	<ul> <li>Use data as a business promotion tool for direct mail and email</li> <li>Use data to compile survey data and conduct marketing analysis</li> <li>Share information across the company</li> </ul>

#### ■Service fees

☐ Option 3

☐ Option 4

Basic service								
☐ Basic fee	Free							
	Free Free							
Optional services								
☐ Option 1	Additional barcode reader(s) (1 to 4)	¥21,600						
☐ Option 2	Additional barcode reader(s) (5 or more)	¥10,800						

Note 1: You can receive the processed data next day if you bring your barcode reader(s) to a designated location by 6 p.m.

Delivery service (use of e-Sales Manager)

Overnight data delivery service

Note 2: See "e-Sales Manager Remix Cloud" (P049) for details. You are contacted by the service provider prior to the start of the service. You will be charged ¥6,480 per user (ID) per month.

\*After confirming your application, we will contact you about the details.

#### ■Date and item

- ①Date: Tuesday of the following week (basic service) Next day (Option 3: overnight data delivery service)
- <sup>(2)</sup>Item

Information on visitors' business cards (excluding URL) + Entrance Survey Data + Request code tableNote 3 Note 3: The request code table will be provided free of charge.

By reading a specific barcode on the request code table, you can record additional information about a visitor, such as the purpose of visit and the name of the attendant.

#### ■Note on the service

#### 1. Digitization and characters

- ①Characters for digitization are limited to those in the Japanese Industrial Standards (JIS) Classes 1 and 2. Therefore, Japanese and English characters are applicable, but Chinese, Hangul, Arabic characters, and other special characters cannot be converted into data.
- ②A piece of information comprises a visitor's name and at least one contact information.

  Contact information includes visitor's address, telephone number, fax number, email address, and so on.
- ③Unreadable handwritten characters will be replaced with "■" in the data. (Cases (2) and (3) would be rare.)
  \*Note that although we ask all visitors to register their authentic personal information, there are a few cases of falsification.

#### 2. Note on the use of acquired personal information and the barcode system

- 2-1 Handling of the barcode system and personal information acquired at the exhibition
  - ①You may not sell or transfer any personal information acquired at the exhibition.
  - ②You may not use the acquired personal information outside your company unless you have obtained permission from the person.
  - ③You must ask for the individual's permission when you acquire his/her personal information. If he/she refuses to provide his/her personal information to a third party, or if he/she refuses to be contacted by the third party, then you must stop using it immediately.

  - ⑤If you acquire faulty personal information by any means, you should delete it and not use it.
  - (a) Your handling of personal information should be compliant with the Personal Information Protection Act of 2005.

#### 2-2 Notes on use of the barcode system

- The memory of a barcode reader depends on batteries. If a barcode reader is left for a long time without batteries, or if it is subjected to strong impact such as falling and dropping, then data stored in the memory may be lost. Please handle it with great care. If your barcode reader indicates low voltage or no power, if it has been subjected to strong impact or if it may have been damaged by liquid, contact our staff immediately. We are not liable for your data loss from memory and other damage thereof due to the occurrence of a malfunction in your barcode reader.
- ②Once you have borrowed a barcode reader, you must maintain the equipment in good condition throughout the entire session of CEATEC JAPAN 2014. If you lose it, or if it is stolen, then you will be liable to compensate us for the equipment. We cannot retrieve lost data. So please make sure to keep your barcode reader secure.

#### 3. Payment

- ①You will receive an invoice from Neonet Inc. after the delivery of visitors' data. (The invoice will be sent to the person in charge listed on the application form.)
- ②Please transfer your payment to the bank account indicated in the invoice. The payment is due on the last day of the following month.

#### Declaration on the handling of personal information

Legislation to protect personal information was enacted in Japan in April 2005. CEATEC JAPAN endeavors to ensure that personal information, including that of visitors, is acquired and handled appropriately in compliance with the law. We also ask that exhibitors, whether using the barcode system or not, acquire and handle personal information about booth visitors in an appropriate manner. Exhibitors using the barcode system will be asked to sign a written declaration concerning the handling of personal information.

The barcode system will not be available to exhibitors who do not sign the declaration.

#### **■**e-Sales Manager Remix Cloud

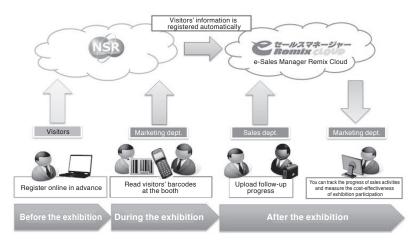
URL: http://www.e-sales.jp/

"e-Sales Manager Remix Cloud" is a sales support system (SFA/CRM) developed by Softbrain Co., Ltd. to strengthen the corporate sales ability of your company. Regardless of your business and industry, this system helps you to create profitable process management by repeating the cycle of designing, measuring, and improving the sales process. In response to constantly changing markets and the status of your organization, you have the flexibility to alter the settings of this system to optimize the sales process.

#### **Effects of implementation**

- ①Visualizing sales processes
  - You can manage each sales activity process for visitors. The system visualizes and manages the progress of sales activities.
- ②Visualizing a bottleneck
  - e-Sales Manager can quantify each process and identify a bottleneck in your sales activities. You can use the data to improve your business.
- 3 Maximizing the effect of exhibitions
  - Visitor lists obtained in exhibitions are often less leveraged. With the process management implemented by e-Sales Manager, you can dramatically increase the cost-effectiveness of exhibition participations.

#### [Image of service with e-Sales Manager Remix Cloud]



\*The names of companies and products listed above are all trademarks or registered trademarks of respective owners.



# How to satisfy your visitors more at the exhibition









### 2. Guided Tour to Promote the Interaction of Engineers (Application for Participation)

CEATEC JAPAN is a showcase of a wide range of products, services, and content from the upstream to downstream sectors of the IT and electronics industries. Also, key engineers come together to present their latest research and development. To make the best use of this rare opportunity, we organize guided tours that facilitate the interaction of engineers and the exchange of information.

In each guided tour, a journalist versed in the IT and electronics field will lead participants to several booths and provide a brief introduction to each exhibitor's latest technologies. A Q&A session is also scheduled in each tour.

Regardless of the kind of exhibition stages and number of booth spaces, all exhibitors at CEATEC JAPAN 2014 are entitled to apply to become a host booth free of charge. Please join us to create new business opportunities.

If you wish to become a host booth for the guided tour, please fill in the Application for **Guided Tour to Promote the Interaction of Engineers <Form19>\*** and submit it to the Japan Electronics Show Association by **Friday, August 8.** 

\*Download the application from the official website (www.ceatec.com) or use the online application system.

#### ■Content of guided tour

- ①A tour guide explains the tour and the host exhibitors to participants (approximately 2 minutes for each host).
- (2) The tour visits each host booth where the exhibitor introduces the products and services (up to 8 minutes for each host)
- \*Exhibitors applying to become a host booth will be divided in advance into a few groups based on outlines of their products and services. Accordingly, separate tours will be held.
- \*Each host exhibitor is asked to complete the template to create a profile. Based on it, the tour guide will introduce each host. Details of the template and other relevant matters are available separately.

#### ■Date of guided tour

October 8-10

- \*In a one-hour tour, participants will visit 3 to 5 booths in similar business fields.
- \*The date, hours, and details of each tour will be coordinated by the CEATEC JAPAN Management Office, depending on the content and the number of applications submitted by exhibitors.

#### Application to become a host booth for the guided tour

Regardless of the kind of exhibition stages and the number of booth spaces, all exhibitors at CEATEC JAPAN 2014 are entitled to apply to become a host booth free of charge. Note that we may be <u>unable to</u> accept your application due to scheduling and other reasons.

# How to satisfy your visitors more at the exhibition









## 3. Business Lounges

Business lounges will be set up in exhibition halls for exhibitors to hold meetings at the exhibition. These lounges can also be used for meetings with guests or business negotiations.

#### **■**Outline

#### **1** Available

At 10:00 a.m. to 5:00 p.m. from Tuesday, October 7 to Saturday, October 11

#### **2**Location

The location will be informed as soon as it is fixed.

#### **3Fees**

Free of charge (an exclusive lounge for exhibitors)

#### ■How to use

No need to make reservations. Use anytime when a room is vacant. Please go directly to the Business Lounge and be sure to carry exhibitor badge with you.



Image

# How to satisfy your visitors more at the exhibition









## 4. New Technologies and Products Seminar / Exhibitor Seminar

Seminar rooms will be set up in the exhibition venue, which exhibitors can use to announce new technologies and products, or to provide a more detailed explanation that is not possible at the booth.

For new technology and product seminars, the Management Office will help the exhibitor to invite attendees and provide the press with relevant information.

To use a seminar room, please fill in the Application for New Technology and Product Seminar / Exhibitor Seminar <Form20>\* and submit it by Thursday, July 31, to the Japan Electronics Show Association. Applications are accepted from 10:00 a.m. on Monday, July 7 (first come, first served). Applications will be accepted after July 31 if there are vacant rooms. Please ask us about the availability.

#### ■Schedule and Fee

①New Technology and Product Seminar: free (up to 1 session) \*For the first announcement only \$\\ \\$54,000 for the second and subsequent sessions (incl. tax)

\*These seminars will be announced to the press as "New technologies and products first disclosed at CEATEC JAPAN 2014." Before applying, please make sure that the contents of your seminar match this description.

	October 7	October 8	October 9	October 10
11:00~12:00	NW-01	NW-05	NW-09	NW-13
12:30~13:30	NW-02	NW-06	NW-10	NW-14
14:00~15:00	NW-03	NW-07	NW-11	NW-15
15:30~16:30	NW-04	NW-08	NW-12	NW-16

②Exhibitor Seminar: ¥54,000 per session (incl. tax)

	October 7	October 8	October 9	October 10
11:00~12:00	ES-01	ES-05	ES-09	ES-13
12:30~13:30	ES-02	ES-06	ES-10	ES-14
14:00~15:00	ES-03	ES-07	ES-11	ES-15
15:30~16:30	ES-04	ES-08	ES-12	ES-16

#### Application

Applications are accepted from 10:00 a.m. on Monday, July 7 (first come, first served).

#### ■ Location and Capacity

In exhibition halls or other buildings (capacity: 50 attendees each)

#### ■Furniture and Fixtures

Rostrum, PC projector, screen, PA equipment including microphones and speakers, laser pointer, reception table, lecture chairs

\*Exhibitors should bring their own PC for presentation.

<sup>\*</sup>Download the application from the official website (www.ceatec.com) or use the online application system.

<sup>\*</sup>Other equipment is available (for a fee).

#### Attendance

- ①Attendance fee: free
- 2 Promotion

The Management Office promotes seminars via the following methods to help attract attendees:

- Including the seminar title, and the names of the host (exhibitor) and lecturer in the Invitation leaflet
- Posting the seminar title, and the names of the host (exhibitor) and lecturer on the CEATEC JAPAN Official Website
- Indicating the seminar program, as necessary, in exhibition ads
- Announcing the seminar program to the press
- 3 Pre-registration

Each seminar has a capacity of 50 attendees. Excluding the exhibitor's invitation quota, the Management Office will invite the public via the CEATEC JAPAN Official Website to pre-register for the seminar.

**4**On-site Application

If seats are still available, applications may be accepted on the day of the seminar.

**5** Attendee Data

Within the scope of the Privacy Policy, the Management Office will disclose the attendee data and attributes to the exhibitor after the exhibition.





# How to satisfy your visitors more at the exhibition



Please cooperate





Form21

## 5. Reception Room

Reception rooms will be set up on the 2F Central Mall in the International Exhibition Halls for exhibitors to use for product introductions to visitors such as business entertaining, business meeting, workshop and event. Exhibitors who wish to use the reception rooms are requested to submit the **Application for Reception Room <Form21>\*** to the Japan Electronics Show Association (JESA) by **Friday, August 29**. Applications will be accepted from **10:00 a.m. on Monday, July 7** on a first-come-first-served basis. Please note product displays and demonstrations are prohibited.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

#### **1** Room Specifications

62m<sup>2</sup> (4.9m×12.7m)

Electricity socket(single-phase 100V·200V, triple-phase 200V)

\*Electricity consumption fee (¥3,240) and electric power installation fee (¥7,560) will be invoiced separately. Counter tables, counter chairs

#### **2**Location

Central Mall 2F Prosemium Decks (Hall 3,6)

#### **3 Room Charge**

¥1,620,000 (tax included)

#### **4**Open

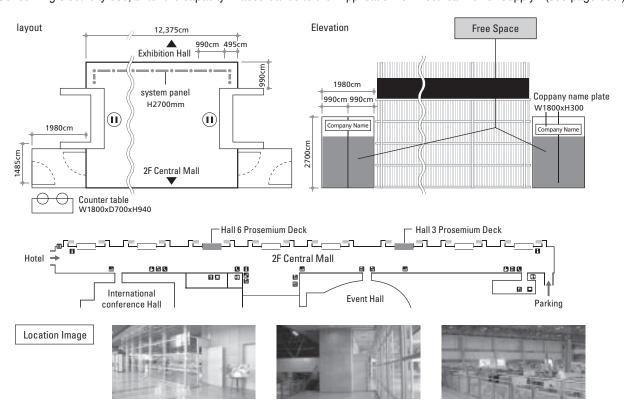
Load-in period: Sunday, October 5 – Monday, October 6 Show period: Tuesday, October 7 – Saturday, October 11

#### (5)Use

Restricted to product introductions to visitors such as business entertaining, business meeting, workshop and event

#### **6** Note

- Product displays and /or demonstrations are prohibited.
- •Walls will be installed with system panels in the exhibition halls; however, printing of company names or logos in the exhibition hall expect on the 2F aisle and on glass area are prohibited.
- •Indoor fixtures must be prepared individually and the installation of fixtures other than those provided by the Management Secretariat (e.g. counter tables and chairs) outside of the rooms is prohibited.
- Concerning electricity use, enter the capacity in accordance to the "Application for Electrical Power Supply". (see page 090.)



# How to satisfy your visitors more at the exhibition









## 6. Listening Room

Listening rooms will be set up for exhibitors to promote your products in an audiovisual environment suited for better communication with customers. Exhibitors who wish to use the listening rooms are requested to submit the **Application for Listening Room <Form22>\*** to the Japan Electronics Show Association (JESA) by **Thursday**, **July 31**. Applications will be accepted from **10:00 a.m. on Monday**, **July 7** on a first-come-first-served basis

\*Listening Rooms are intended to let visitors experience audio and visual technologies and products, and are therefore limited to use for demonstrations. These rooms may not be used to exhibit products other than those used in demonstrations.

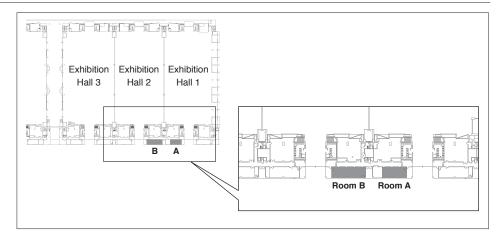
\*Download the application from the official website (www.ceatec.com) or use the online application system.

#### Location

Two rooms (A and B) on the 1st floor of the Exhibition Hall 1 to 3

#### **■**Open

10:00 a.m. – 5:00 p.m., Tuesday 7 – Saturday 11 October



Exhibition Hall 1 to 3

#### ■Room Charge

Room	Location	Area(m²)	Height(m)	Room charge (tax included)
Room A	1st Floor of Exhibition Hall 1 Free Conference Room	82	2.6	¥1,080,000
Room B	1st Floor of Exhibition Hall 2 Free Conference Room	116	2.6	¥1,620,000

#### Schedule

September 5 (Fri.): Display Contractor Registration, Electrical Power Supply Application <Form34,36>

September 19 (Fri.) : Submit Electrical Power Source Installation Diagram <Form37>

October 5 (Sun.): Construction begins at 9:00 a.m.

#### Notes

- ①Listening Rooms are limited to use for demonstrations of sound and image. Products other than those used in demonstrations may not be exhibited.
- ②After applying to use a Listening Room, please submit your floor plan for review and confirmation by the Management Office.
- ③Fittings and other equipment to be installed in Listening Rooms should be prepared by the exhibitor.
- ⑤Power consumption fees will be paid by the exhibitor. Please submit your construction diagram and capacitance to the Management Office in advance. (Power consumption: ¥3,240 / 1kW)
- (6) Listening Room door locking will be handled by the Management Office, so please contact the office to lock and unlock these doors.

### How to satisfy your visitors more at the exhibition







Form23

## 7. Booth Assessment Survey

Every year, the CEATEC JAPAN Management Office asks visitors to answer a questionnaire after the exhibition. In 2013, we expanded the survey to include an evaluation of the booths so that exhibitors can gather visitors' impressions of their exhibition, identify issues, and improve their booth next time.

#### ■Application and fee

Fill out the Application for the Booth Assessment Survey <Form23>\* and send it to the JAPAN Electronics Show Association (JESA) by September 19, 2014.

Fee: 324,000 yen (including tax)

\*To secure a sufficient number of survey respondents (size of population), exhibitors with 12 or more booths are eligible for this survey.

#### ■Survey schedule

- ①Using the contact data of all visitors, the Management Office will send an e-mail within about one week after the exhibition and ask them to answer the questionnaire. The Office objectively collects a wide range of data.
- The Management Office will distribute the results of the questionnaire on applicants' booths (raw data and cross-tabulation tables) as an Excel file about three weeks after the exhibition.

#### ■Survey items (example)

- About visitors
- (1) Attributes (gender, age, industry, occupation, position, involvement in procurement and product development, purpose of visit)
- (2) Longest hours of stay on any day of visit
- (3) Booths visited
- Booth Assessment
- (4) State of visits
- (5) Hours of stay at booths
- (6) Booth visited for the longest time
- (7) Booths of interest
- (8) Booth of greatest interest
- (9) Five-scale assessment (from Very Good to Poor) on the 16 factors:
  - A. Design of booth as a whole
- H. Clarity of explanation (promotional model)
- B. Quality of display as a whole I. Hospitality of promotional models
- C. Visibility of exhibits
- J. Overall assessment of promotional models
- D. Clarity of display concept
- K. Themes of stage demonstrations E. Clarity of explanation (guide) L. Friendly stage demonstrators
- F. Hospitality of guides
- M. Clarity of talk (stage demonstrator)
- G. Overall assessment of guides N. Glitz of stage demonstrations
  - - O. Overall assessment of stage demonstrations
    - P. Overall assessment of booths as a whole

- (10) Impression on the booth
  - 1. Innovative 9. Powerful
    - 10. Appealing
    - 11. Serious
  - 4. Ambitious 12. Authoritative 5. Refined
  - 13. Majestic Bright 14. Futuristic
  - 7. Reliable 15. Global
  - 8. Youthful

2. Glitzy

3. Friendly

- 16. Individualistic
- 17. Dynamic 18. Exciting
- 19. Kind 20. Relaxing
- 21. Refreshing
- 22. Meticulous
- 23. Attractive
- 24. None applicable
- (11) Changes in impression on the company (from Greatly Improved to Greatly Lowered)

#### Report image



Questionnaire results help you to identify issues. The exhibits and booth received a high assessment overall, but staff and promotional models gave a poor impression on visitors. ⇒Staff training, placements, etc. are issues to be addressed for the next exhibition.

<sup>\*</sup>Download the application from the official website (www.ceatec.com) or use the online application system.

### How to advertise effectively









## 1. Rules for Advertising

CEATEC JAPAN has the following criteria, with which all advertisements must comply in order to appear in the media offered by CEATEC JAPAN.

#### ■Rules for Advertising

- ①Advertisements cannot be published if they breach or are in danger of breaching laws (including the Law for Preventing Unjustifiable Extra or Unexpected Benefit and Misleading Representation; Unfair Competition Prevention Act; Personal Information Protection Law; and other industrial laws); government ordinances; ministerial ordinances; treaties; and fair competition rules.
- ②We refuse to publish advertisements that we believe correspond to any of the following.
  - · Advertisements that fail to clarify who is responsible for their production
  - · Advertisements with unclear content and objectives
  - · Advertisements with false or exaggerated content that may be misconceived or misconstrued
  - · Advertisements that breach or are in danger of breaching laws, ordinances or treaties
  - · Advertisements we believe could damage the association or the reputation of the association
  - · Advertisements that may encroach on someone's rights, or may be discriminatory or slanderous
  - · Advertisements we believe are offensive to public order and morals
  - · Advertisements that will or may deceive or cause concern to people who see them
  - · Advertisements that affirm or glamorize violence, crime or gambling
  - Advertisements that use someone's trademark or copyright without permission
  - · Advertisement that will or may defame or ostracize people
  - Advertisements that interfere with the smooth operation of this association
  - · Other advertisements we believe are inappropriate

### How to advertise effectively



Please cooperate





### 2. Web Banner Ad

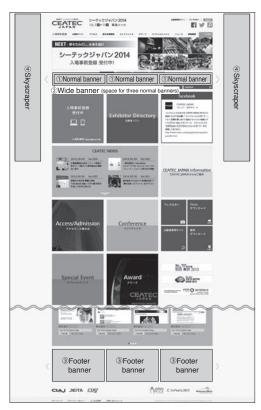


Image of Official Website

\*Details of the Website design are subject to change.

The CEATEC Official Website provides exhibition information and the latest information from exhibitors, host organizations, and media partners, and thus attracts a huge number of users and media both in Japan and overseas before, during, and after the show.

The CEATEC Official Website recorded accesses equivalent to 900,000 sessions\* last year. By posting a banner ad on the CEATEC Official Website, you can reach out directly to your potential customers and draw them to your booth.

\*A session is defined as a series of clicks by a single visitor from the start of access to the end.

To apply, fill in the **Web Banner Ad Application Form <Form24>** and send it to Japan Electronics Show Association.

#### ■ Method of displaying ads

Ads randomly appear in the banner space on the top page of the CEATEC Official Website.

#### **■**Posting time

July 17 (Thursday) to December 19 (Friday) 2014

#### Rate for ads

	Size (pixels)	Rate (incl. tax)		
	Size (pixeis)	Standard	Member	
Normal banner(1)	H56×W320	¥216,000	¥172,800	
Wide banner(2)	H56×W980	¥378,000	¥302,400	
Footer banner(3)	H200×W320	¥162,000	¥129,600	
Skyscraper(4)+Wide banner(2)	H900×W160	¥540,000	¥432,000	

#### ■Ad Submission

1. Where to submit

Japan Electronics Show Association

2. Data format

File size: Max. 150 KB File type: GIF, JPEG, PNG

\*Contact the Management Office for submission in a different format.

\*Banners are displayed on both the Japanese site and the global site. It is recommended that a single banner be produced in both Japanese and English, or two banners (one in Japanese and the other in English).

3. How to submit

Please email uncompressed data.

Specify the links to your English and Japanese websites.

Send to: exhibitor2014@ceatec.com

4. Banner production service

Banner production service is available (charged). Contact the Management Office for details.

### How to advertise effectively

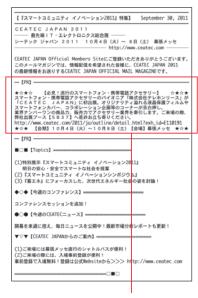


Please cooperate





## 3. Mail Magazine Text Banner Ad



Text banner ad (image)

CEATEC JAPAN issues the CEATEC JAPAN Mail Magazine to previous visitors and provides them with a wide range of information about the coming show. This magazine promotes pre-registration, increases page views of the Official Website, and raises the level of expectation for this year's show. Exhibitors can post a text banner ad in this mail magazine.

To apply, fill in the **Mail Magazine Text Banner Ad Application** Form <Form25> and send it to Japan Electronics Show Association.

#### Distribution

It will be distributed to previous visitors who requested upcoming information (approx. 150,000 visitors).

#### Issue schedule

Every Wednesday from August 6 to September 24

Up to three banner ads will be accepted for every issue on a first come, first serve basis.

#### Format

Maximum 266 Japanese (2-byte) characters (38 characters  $\times$  7 lines), text data only

\*Content must be related to your exhibit at CEATEC JAPAN 2014.

Exhibitor's name and booth number should be included.

#### ■Rate (Incl. tax)

Standard	Member		
¥216,000	¥172,800		

#### ■Ad Submission

1. Deadline

Tuesday of the week of the desired distribution

Where to submit Japan Electronics Show Association

3. Data format Text file

4. How to submit

Email to: exhibitor2014@ceatec.com

Issue date	Deadline	
August 6 (Wed)	August 4 (Mon)	
August 20 (Wed)	August 18 (Mon)	
August 27 (Wed)	August 25 (Mon)	
September 3 (Wed)	September 1 (Mon)	
September 10 (Wed)	September 8 (Mon)	
September 17 (Wed)	September 15 (Mon)	
September 24 (Wed)	September 23 (Mon)	

<sup>\*</sup>Pre-registered visitors for CEATEC JAPAN 2014 will be added promptly.

## How to advertise effectively









Form26

## 4. Guide Map Advertising

Advertisements can be posted on the guide map for CEATEC JAPAN 2014.

The guide map contains a booth map and a list of exhibitors, and is distributed at the exhibition.

To apply, fill in the Application for Guide Map Advertising <Form26> and send it to Japan Electronics Show Association by September 5 (Fri). Registration starts at 10:00 am on July 7 (Mon) on a first-come-first-serve basis.

#### **■**Guide map specifications

12- to 16-page A4 full-color brochure

#### Number of copies

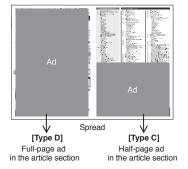
100,000

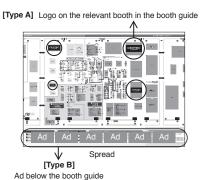
#### Issue date

October 7 (Tuesday)

#### Availability

At counters at the entrance





#### ■Ad information and rate

	Ad space	Rate (incl. tax) Eligible		Eligible	Size	Placement
	Au space	Standard	Member	exhibitors	Size	Flacement
Type A (Japanese/English)	Logo on the relevant booth in the booth guide	¥54,000	¥43,200	Exhibitor with at least 12 booth spaces	12–18 booths: 12 mm (W) × 10 mm (H) 20–40 booths: 20 mm (W) × 12 mm (H) 45–100 booths: 25 mm (W) × 15 mm (H)	Text of the booth name will be replaced by the company's logo.
Type B (Japanese/English)	Below the booth guide	¥216,000	¥172,800	All exhibitors	50 mm (W) × 20 mm (H)	Decided by Management Office
Type C	Half-page ad in the article section	¥324,000	¥259,200	All exhibitors	210 mm (W) × 140 mm (H) (A5)	Decided by Management Office
Type D	Full-page ad in the article section	¥540,000	¥432,000	All exhibitors	210 mm (W) × 297 mm (H) (A4) 216 mm (W) × 303 mm (H) (Including register marks)	Decided by Management Office

#### ■Ad Submission

#### 1. Deadline

September 12 (Friday)

#### 2. Where to submit

Eikosha Corporation

#### 3. Data format

Complete data to be formatted using Adobe Illustrator (must be outlined)

Ads of Type A and B will be placed on both Japanese and English version maps. Thus, it is recommended that a single data file be produced in both Japanese and English, or two different data files be produced, one in Japanese and the other in English.

Advertising below the booth guide must be relevant to CEATEC JAPAN 2014.

## How to advertise effectively









## 5. Tray Sheet Ads at Makuhari Messe

Ads on paper tray sheets are available to reach many customers at the restaurants of Makuhari Messe. These ads are ideal for giving your booth and product information, sending messages, and attracting visitors to your booth.

To apply, fill in the **Application for Tray Sheet Ad at Makuhari Messe <Form 27>** and send it to Japan Electronics Show Association by **September 5 (Fri)**. Registration starts at **10:00 am on July 7 (Mon)** on a first-come-first-serve basis.

#### **■**Distribution dates

Daily from Tuesday, October 7 to Saturday, October 11

#### How to distribute

On trays for customers at the following two Makuhari Messe restaurants.

#### ■Restaurants

1)Central Cafeteria

Location: across Hall 6 (2F corridor)

Capacity: 240 seats

Distribution: 4,000 tray sheets/day

②Royal Garden Court

Location: across Hall 1 (2F corridor)

Capacity: 320 seats

Distribution: 2,000 tray sheets/day

#### Ad information and rate

Size (mm)	Rate (incl. tax)				
Size (IIIII)	Standard	Member			
348 × 227 (full color)	¥216,000	¥172,800			

#### ■Ad Submission

1. Deadline

September 19 (Friday)

2. Where to submit

Eikosha Corporation

3. Data format

Complete data to be formatted using Adobe Illustrator (must be outlined)

### How to advertise effectively



Please cooperate





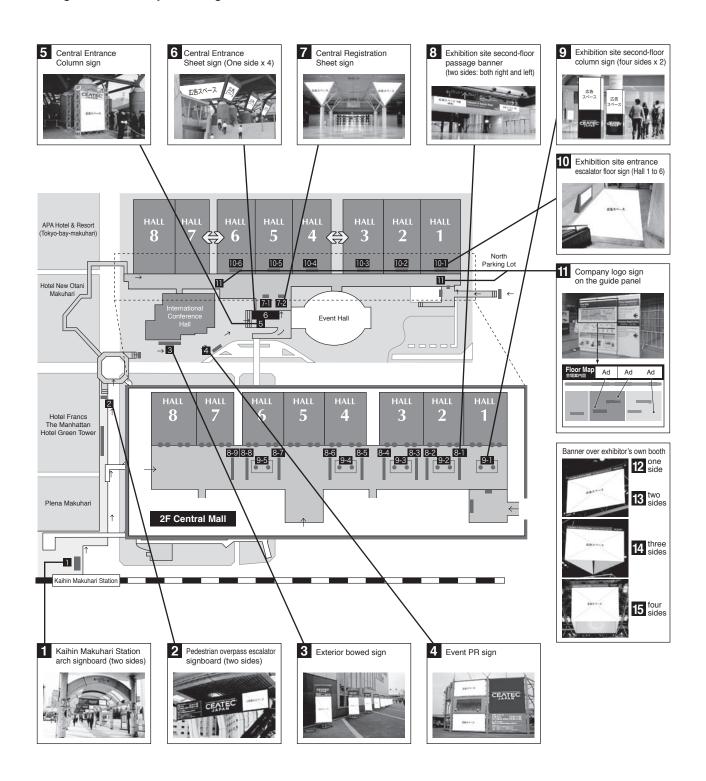
6. On-site Ad Signs

CEATEC JAPAN offers various ad spaces both inside and outside the venue so that exhibitors can effectively increase their publicity and draw visitors to their booth. Don't hesitate to take advantage of this ideal advertising opportunity.

To apply, fill in the **Application for On-site Ad sign <Form28>** and send it to Japan Electronics Show Association by **September 5 (Fri)**. The registration starts at **10:00 am on July 7 (Mon)** on a first-come-first-serve basis.

#### **■**Sign Placement

\*The sign locations may be changed because of the situation in other exhibition halls.



#### Rate

	No. of available spaces	Size (W × H)	Standard (incl. tax)	Member (incl. tax)
1 Kaihin Makuhari Station arch signboard (two sides)	4	850mm×500mm	¥216,000	¥172,800
2 Pedestrian overpass escalator signboard (two sides)	1	930mm×600mm	¥486,000	¥388,800
3 Exterior bowed sign (one sign)	8	900mm×1,500mm	¥162,000	¥129,600
4 Event PR sign	2	6,750mm×3,300mm	¥2,160,000	¥1,728,000
5 Central Entrance Column sign	1	1,900mm×2,400mm	¥540,000	¥432,000
6 Central Entrance Sheet sign (One side × 4)	1	(7,020mm+5,200mm)×2,100mm×1/2	¥2,700,000	¥2,160,000
7 Central Registration Sheet sign	2	4,587mm×3,755mm×1/2	¥1,620,000	¥1,296,000
8 Exhibition site second-floor passage banner (two sides: both right and left)	9	2,400mm×600mm	¥432,000	¥345,600
9 Exhibition site second floor Column sign (four sides × 2)	5	950mm×1,400mm	¥1,080,000	¥864,000
10 Exhibition site entrance escalator floor sign	6	4,500mm×9,000mm	¥2,160,000	¥1,728,000
11 Company logo sign on guide panel	3	300mm×250mm	¥64,800	¥51,840
12 Banner over exhibitor's own booth (one side)		5,400mm×3,600mm	¥1,188,000	¥950,400
13 Banner over exhibitor's own booth (two sides)		5,400mm×3,600mm	¥1,620,000	¥1,296,000
14 Banner over exhibitor's own booth (three sides)		5,400mm×3,600mm	¥2,160,000	¥1,728,000
15 Banner over exhibitor's own booth (four sides)		5,400mm×3,600mm	¥2,700,000	¥2,160,000

#### Ad Submission

1. Deadline: September 12 (Friday)

2. Where to submit: Kogeisha Co., Ltd.

Contact: Kodai, Yagasaki, Yamada

6-17-5 Hongo, Bunkyo-ku, Tokyo 113-0033, Japan

Tel: +81-3-5684-7343 Fax: +81-3-5684-7337 E-mail: ceatec@kogeisha.co.jp

- 3. How to submit: CD-R or other digital media
- 4. Data format: Adobe Illustrator CS6 or earlier versions (Please submit color data.)
- 5. Hall and booth numbers must be noted on all ad signs.

#### ■Ad sign production

An ad sign production outsourcing service is available (charged). Please contact the Management Office for details.

#### ■Banners over exhibitor's own booth

- 1. Banners over the exhibitor's own booth will be installed by the Management Office before the exhibitor starts set-up. The bottom of the banner will be 8.5 meters above the floor. However, some installation sites are not available due to Exhibition venue regulations. Please contact the Management Office for more details.
- Note that banners may be in contact with the suspension trusses. In such a case, additional work including adjustments is not allowed. Please consult Kogeisha in advance regarding proper installation. Any customization on site will be charged.
- 3. Although banners will be suspended from the desired points, they may be slightly offset depending on the configuration of the suspension base.

# **Exhibition Venue Regulations**

Exhibition Site Layout / Visitor Passage	065
2. Transportation Guide	066
3. Layout of Makuhari Messe	067
4. Management Office Facilities	068
On-site Management	
1. Work Schedule	069
2. Exhibitor / Worker Badge	070
3. On-site Photography	071
Load-In & Load-Out	
1. Vehicle Stickers (mportant)	072
2. Load-In mportant	073
3. Load-Out (mportant)	074
4. Vehicles during the show	075
5. Parcel Delivery Service during the Show	076
Waste Disposal	
Waste Material Separation Please cooperate	077
	2. Transportation Guide 3. Layout of Makuhari Messe 4. Management Office Facilities  On-site Management 1. Work Schedule 2. Exhibitor / Worker Badge 3. On-site Photography Please cooperate  Load-In & Load-Out 1. Vehicle Stickers 2. Load-In 3. Load-Out 4. Vehicles during the show 5. Parcel Delivery Service during the Show  Waste Disposal



## **Exhibition Site**

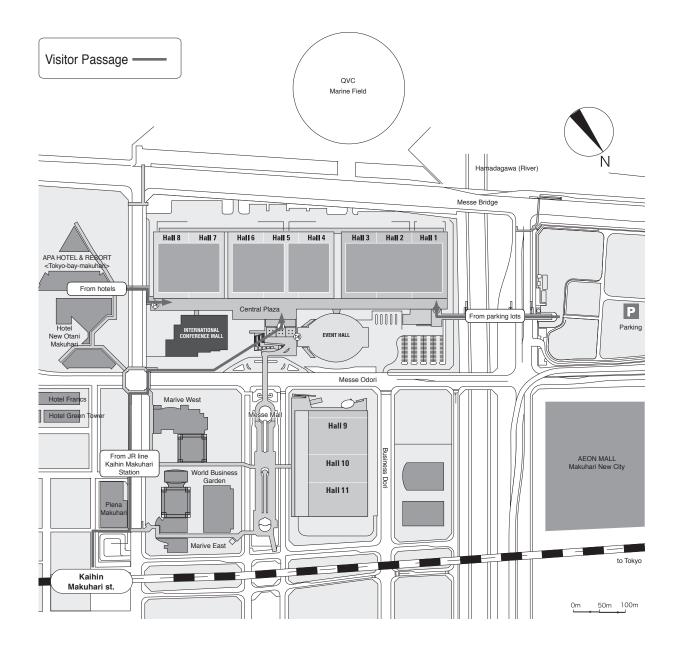








## 1. Exhibition Site Layout / Visitor Passage



#### **Exhibition Site**





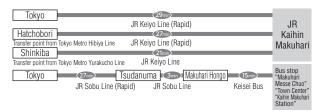




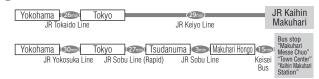
## 2. Transportation Guide

#### **■**By Train

#### **①From Tokyo**



#### **2** From Yokohama Districts



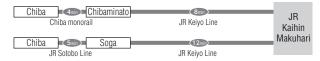
#### **3From Haneda Airport**

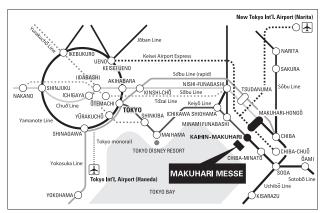


#### **4 From Narita Airport**

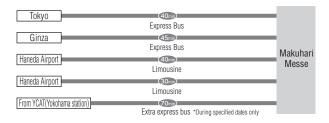


#### **5From Chiba Station**





#### ■By highway bus



### **■**By Car

#### **①From Central Tokyo**



#### **②From Narita Airport**



#### **3 Makuhari Messe Parking**

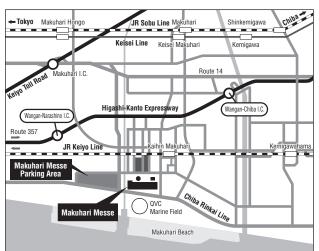
Hours: 8:00 a.m. to 11:00 p.m.

(Latest entrance: 9:00 p.m.)

Charge: Standard-sized vehicle: ¥1,000/day

Large/medium-sized vehicle: ¥4,100/day

Motorcycle: ¥200/day



### **Exhibition Site**

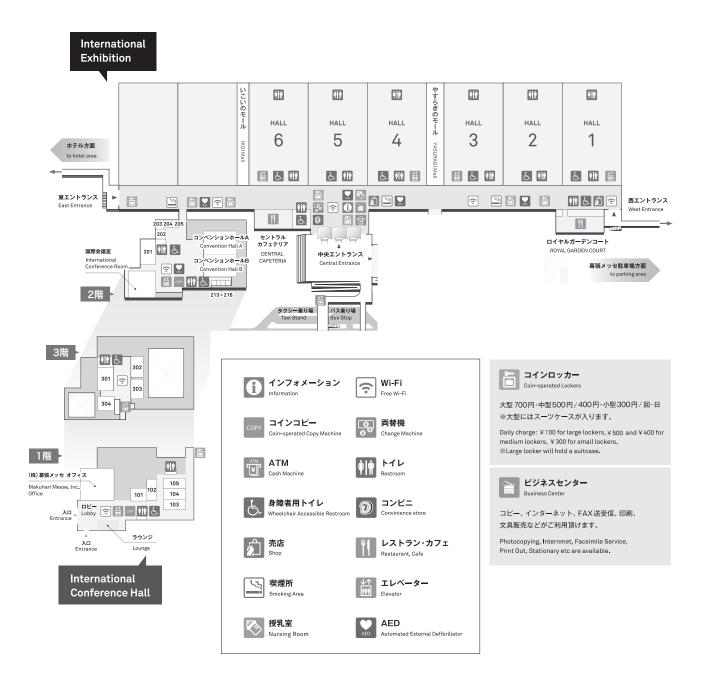








## 3. Layout of Makuhari Messe



<sup>\*</sup>Smoking is prohibited at Makuhari Messe except for designated smoking areas.

### **Exhibition Site**









## 4. Management Office Facilities

The following Management Office facilities will be set up during the exhibition period. Details on locations will be notified later.

#### ■ Management Facilities

(1) Management Office

This office, set up in an exhibit hall, manages operation of the exhibition.

(2) Press Center

The Press Center is set up on the second floor of the International Conference Hall for press registration and other support.

(3) News Center

The News Center will introduce highlights of CEATEC JAPAN to each media outlet during the exhibition period.

(4) Customs Office

This office manages bonded exhibitions and foreign cargo based on the Foreign-Made Product Exhibitor Plan submitted by exhibitors.

(5) Data Center (for barcode management)

This center controls visitor data, and serves as a pick-up/return desk for barcode readers.

(6) Registration Counter for Exhibitors

This counter handles exhibitor registration.

(7) Registration Counter for Visitors

This counter handles visitor registration.

(8) First-aid room

Medical staff are stationed to provide first aid to injured and sick persons during the exhibition period.

#### **Exhibitor Service Facilities**

(1) Business Lounge (see page 051) Free



(2) Meeting Room (Rental) (see page 121) Charged



(3) Exhibitors' Staff rooms

Gender-segregated staff rooms will be set up in the exhibition halls for private use by exhibitors.

No smoking. Smoking is permitted only in the designated areas.

#### ■Visitor Service Facilities

(1) Shipping Counter (see page 076) Charged



(2) Customer Lounge (see page 028) Free



This lounge offers a cloak room, Wi-Fi connection, and other services to persons having a customer invitation ticket.

(3) Press Briefing Room (see page 039) Free



(4) VIP Room (see page 046) Charged

(5) New Technologies and New Product Seminar Room / Exhibitor Seminar Room (see page 052) (Free



### **On-site Management**









### 1. Work Schedule

### **■**Work Schedule

	7:00	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00
Oct. 3 (Fri.)		Load-in: Block booth exhibitors only (20-booth or more)							nly							
Oct. 4 (Sat.)					l	_oad-i	n: All e	xhibito	ſS							
Oct. 5 (Sun.)		Load-in: All exhibitors							m	vertime ledia co f charge	nventi	for the on is free				
Oct. 6 (Mon.)			Load-in: All exhibitors Media convention						tion							
Oct. 7 (Tue.)			Prep. Exhibition open Prep.				ep.									
Oct. 8 (Wed.)			Prep. Exhibition open Prep.					ep.								
Oct. 9 (Thu.)			Prep. Exhibition open Prep.				ep.									
Oct. 10 (Fri.)			Prep. Exhibition open Prep.				ep.									
Oct. 11 (Sat.)			Prep.		Prep. Exhibition open							Load	d-out (e	exhibit	dismaı	ntling)

### Regular working hours

8:00 a.m. - 6:00 p.m.

\*1:00 p.m. - 6:00 p.m. on Friday, October 3

#### Free overtime hours

Exhibitors needing to work on-site during this period are required to submit the Application for Overtime Work to the Management Office by 5:00 p.m. on the day in question. Application forms are available at the office in each exhibition hall.

### Charged overtime hours

Please submit the application for overtime work. The application form is available at the office in each exhibition hall. Overtime fees of ¥10,800/hour (tax included) will be charged for work during these hours to cover expenses such as security and utilities.

Upon completion of overtime work, exhibitors must file a report with the Management Office before leaving the exhibition site. Extra fees for overtime till 8:00 a.m. of the following day will be levied if this report is not turned in. From 7:00 p.m. (Oct. 5) to 8:00 a.m. (Oct. 6), overtime work for the media convention is free of charge.

Block booth (more than 20 booths): Friday, October 3 – Monday, October 6, (4 days)

1 - 18 booths: Saturday, October 4 – Monday, October 6, (3 days)

\*Load-out period (exhibit dismantling): From 5:00 p.m. to 11:00 p.m. on Saturday, October 11.

If the load-out cannot be completed by 11:00 p.m., you will be charged extra depending on the exhibition hall rental fee.

<sup>\*</sup>Load-in period (exhibit set-up)

### **On-site Management**









### 2. Exhibitor / Worker Badge

### ■Exhibitor/Worker Badge

All exhibitors must wear Exhibitor/Worker Badges provided by the Management Office. These badges must be shown to personnel at entrances/exits when entering or leaving the site.

### Valid period

	Load-in period (October 3–6)	Exhibition period (October7–11 Up to 5:00 p.m. on October 11)	Load-out period (After 5:00 p.m. on October 11)
Exhibitor badge	$\circ$	0	0
Worker badge	0	×	0

### ■Number of Badges Allotted Free of Charge

Exhibitor badge: 15 badges per booth Worker badge: 5 badges per booth \*Exhibitor badges require registration.

### ■Additional Exhibitor/Worker Badges (with fee)

Should additional Exhibitor/Worker Badges be required, exhibitors are requested to submit the **Application** for **Additional Exhibitor / Worker Badges <Form30>\*** to the Japan Electronics Show Association by **Friday, September 19.** Exhibitor and worker badges can be purchased at the exhibition venue.

### Fees (including tax)

	Application received by Sept. 19	Purchase on site
Exhibitor badge	¥1,500	¥3,000
Worker badge	¥500	¥500
Payment method	Bank remittance	Cash

<sup>\*</sup>Neither cancellations nor refunds for additional badge fees will be accepted.

### **■**Exhibitor Registration

A barcode system will be used to register visitors. Barcodes are printed on the Exhibitor Badge. Each exhibitor representative is required to register his/her own name. Please present two business cards along with the Exhibitor Badge at the exhibitor registration counter when you enter the show site for the first time. Holders for a badge will be available at the entrance gate and registration counter.

<sup>\*</sup>Badges will be mailed out to all exhibitors in late August. Holders for a badge will be available at the entrance gate and registration counter.

<sup>\*</sup>Applications are not necessary for free badges.

<sup>\*</sup>Download the application from the official website (www.ceatec.com) or use the online application system.

### **On-site Management**









### 3. On-site Photography

### Photos and Videos Taken by Journalists

Press Badges will be issued to journalists and should be worn at all times on-site. Exhibitors are requested to cooperate with media representatives visiting booths to gather news and/or conduct interviews.

### ■Reporting and Taking of Photos by the Management Office Reporters

During the show, the Management Office staff wearing Management Staff badges will be reporting and taking photos at the show venues. The information they collect will be used for news updates put up on the official website and for future promotional purposes. We ask for your kind cooperation.

### ■Photos and Videos of Other Booths Taken by Exhibitors

You may not take photos or videos of another company's products without the permission of that company.

#### ■Photos and Videos of Own Booths

Although there are no regulations governing the photographing and videoing of a company's own booths, we ask that when doing so you take care not to disturb visitors and other exhibitors.

### ■Photos and Videos Taken by Visitors

There are no special regulations governing the taking of photos and videos by visitors. However, in cases where exhibitors require that their products and designs be protected or in cases where such actions would interrupt demonstrations, we ask exhibitors to control visitors.

### Load-In & Load-Out









### 1. Vehicle Stickers

Vehicle passes issued by the Management Office will be required to bring vehicles onto the show site. Vehicle passes will be distributed by the Management Office (number of stickers determined by booth size) from the end of August.

#### Load-in Vehicle Stickers

Valid dates: Load-in period

Number distributed: 1 to 25 booths spaces: 3 per booth space

30 or more booth spaces: 2 per booth space

\*On October 3, only block exhibitors (20 booths or more) may bring vehicles on-site (See page 069)

\*Vehicles may drive directly into the show site only on October 3.

\*There is no need to provide a pass to courier drivers.

### ■Vehicles Stickers during the Show

Valid dates: Tuesday, October 7 to Friday, October 10

Number distributed: 1 sticker per exhibitor

\*Vehicles entering the show site on Saturday, October 11 (last day of the show) should use the Load-out Vehicle Pass

### ■Priority Load-out Vehicle Sticker

Valid date: Saturday, October 11 (1 day only) Number distributed: 1 sticker per exhibitor

\*Only vehicles with this pass may enter the Makuhari Messe premises directly on October 11.

#### Product Load-out Vehicle Stickers

Valid date: Load-out day (October 11) only

Number distributed: See below

No. of booth spaces	1–2 booth spaces	3–5 booth spaces	6–9 booth spaces	10–18 booth spaces	20–25 booth spaces	30–40 booth spaces	45–65 booth spaces	70–100 booth spaces
No. of stickers	1	2	3	4	5	6	8	10

<sup>\*</sup>This sticker does not allow direct entry to the Makuhari Messe premises. Drivers should bring their vehicles to the Load-out Vehicle Waiting Area, receive a numbered entrance ticket, and follow the instructions of show staff.

### ■Notes on Vehicle Stickers

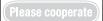
- 1) No extra vehicle stickers will be issued, nor will stickers be re-issued if lost
- ②See pages 073 to 074 for details on load-in/load-out activities.
- ③Vehicle drivers and other person entering the show site must also have exhibitor badges or worker badges. (see page 070)

<sup>\*</sup>Upon receiving an entrance ticket, courier drivers can enter the premises for load-out.

### Load

### Load-In & Load-Out









### 2. Load-In

#### Load-In

- ①All on-site exhibitors/workers involved in setting up booths must wear Exhibitor/Worker Badges during the load-in period. Those without badges will not be permitted to enter the show halls.
- ②All motor vehicles entering the show premises must have a Vehicle Sticker. Vehicles with stickers should obtain an Order of Load-in/Load-out Tickets at the Load-in/Load-out Waiting Area.
  - \*On October 3, only block exhibitors (20 booths or more) may bring vehicles on-site (See page 069)
- ③Please follow the management staff's instructions when entering into the show halls.

#### **■**Waste Disposal

- ①During the load-in period, removing certain types of waste, such as bulky-waste materials, carpeting and production sheets is the responsibility of each exhibitor.
- ②Exhibitors will be invoiced separately for the removal of any such materials left on the premises.

#### ■Load-In Vehicle Sticker

Load-in vehicles should wait in the Load-In Waiting Area. Exhibitors must present Exhibitor Badges and Worker Badges in addition to Load-In Vehicle Stickers to receive Order of Entry Tickets at the Load-In Waiting Area.

The Order of Entry Ticket is valid for 4 hours, and parking time is also limited to 4 hours. Vehicles parked for longer than 4 hours will incur a fee of ¥1,000 per hour (tax included) when exiting the premises.

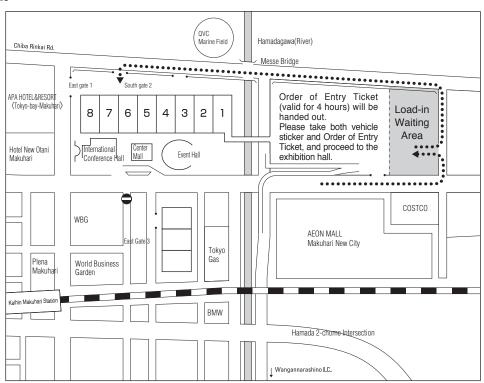
The Load-in Waiting Area is available during the load-in period. To relieve congestion at the exhibition venue, please park vehicles without loads in the load-in waiting area.

A fee of ¥10,000 (tax included) will be charged for tickets lost on the show premises.

The Order of Entry Ticket is valid only one time.

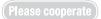


#### ■Load-in Route



### Load-In & Load-Out









## 03-3

### 3. Load-Out

#### Load-out

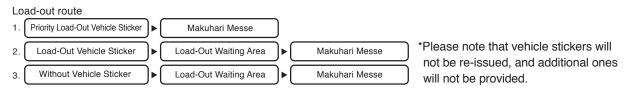
- ①One Priority Load-out Vehicle Sticker will be distributed to each exhibitor. This sticker allows one vehicle per exhibitor to directly enter the show site on Saturday, October 11.
- ②Vehicles with Product Load-out Vehicle Sticker and vehicles without passes should proceed to the Vehicle Waiting Area and follow the instructions of show staff.
- ③The Management Office takes no responsibility for exhibited products left on the show site after 8:00 p.m. on Saturday, October 11. In addition, please note that if load-out and booth removal are not completed by 11:00 p.m. on October 11, you will be charged an extra space usage fee.

#### ■Waste Disposal

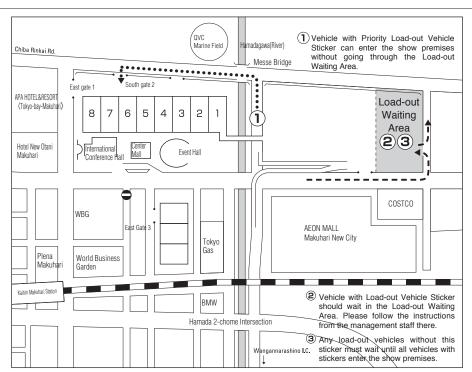
- ①During the load-out period, removing certain types of waste, such as bulky-waste materials, carpeting and production sheets is the responsibility of each exhibitor.
- ②Exhibitors will be invoiced separately for the removal of any such materials left on the premises.
- ③A recyclable materials disposal area will be prepared on the exhibition premises.

#### Load-Out Vehicle Sticker

- ①One Priority Load-Out Vehicle Sticker will be distributed per exhibitor. Load-out vehicles with this sticker may enter the show premises without going through the Load-Out Waiting Area. Because only 1 sticker will be distributed per exhibitor, this ticket should be assigned to each exhibitor's priority load-out vehicle.
- ②Load-Out Vehicle Stickers will be distributed. Any load-out vehicles without this sticker must wait until all vehicles with stickers enter the show premises.
  - All load-out vehicles (excluding those that have Priority Load-Out Vehicle Stickers) are required to wait at the Load-Out Waiting Area (Order of Load-out Tickets Exchange), where Load-Out Vehicle Stickers will be exchanged for Order of Load-out Tickets. These tickets permit entry to the show premises according to the number on the ticket.
- ③Vehicles without stickers must wait until all vehicles with stickers enter the show premises.
- \*Load-out Waiting Area may be subject to change depending on the number of issued Vehicle Stickers.



## Load-out Route



## Load-In & Load-Out







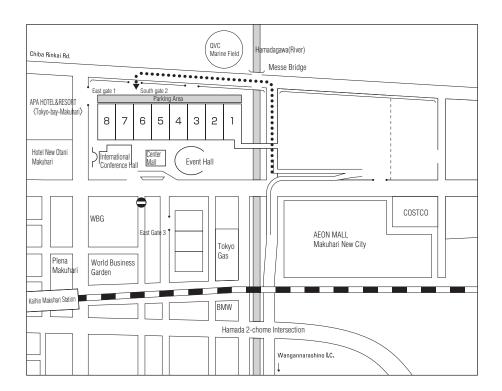


### 4. Vehicles during the show

### Exhibitor Vehicles during the show

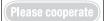
The "Exhibitor's Vehicles Sticker" (one per exhibitor) allows the free parking of one vehicle at Makuhari Messe during the show period, between 8:00 a.m. and 6:00 p.m. from Tuesday, October 7 to Friday, October 10.

- \*This sticker is not valid for load-out purposes on Saturday, October 11.
- \*Additional temporary load-in vehicle passes (parking is not allowed) will be issued at the gate if required during the show period.
- \*Exhibitors are requested not to leave any vehicles such as folklift.



# 03-3 Load-In & Load-Out









### 5. Parcel Delivery Service during the Show

#### **■**Courier Service

### ①Sending belongings to the show site

Exhibitors who plan to send goods such as products and printed materials by courier are required to specify the delivery receipt date and time, and to state the following information on an invoice: Exhibition name, Booth number and Name of exhibitor. Exhibitors are not required to provide a Load-In Vehicle Sticker for goods delivered by courier. Parcels must be shipped so that they will arrive on the scheduled date for receiving deliveries.

#### Exapmle

2-1, Nakase, Mihama-ku, Chiba-shi, 261-0023, Chiba Makuhari Messe, CEATEC JAPAN 2014 XX Hall

Booth number: XXXX Exhibitor name: XXXXXXX

Contact: XXXXX

Contact person's mobile phone number: XXXXX

#### 2 Shipping from the show site

Yamato Transport will operate a shipping counter at the site during the show. Bring your parcels to the counter and make arrangements. The Management Office will not be held responsible for loss or theft of your belongings left in the booth.

The delivery charge must be prepaid in cash or arranged to pay on delivery. Even if exhibitors have a special contract with Yamato Transport, it cannot be used to send shipments from this counter.

### Contact

Person in charge: Ide

Chiba Logistic System branch

Yamato Transport Co., Ltd.

TEL: +81-43-259-9751

Cell phone: +81-80-6699-5573

<sup>\*</sup>Note that the delivery time may be delayed due to traffic congestion.

<sup>\*</sup>The Management Office will not receive parcels on behalf of exhibitors. Please specify the date and time when you will be at the booth to receive them.

### **Waste Disposal**









### **Waste Material Separation**

### **■**Waste Disposal

We ask exhibitors to remove waste generated from setting up and dismantling their respective booths, or to take responsibility for the disposal of such waste, including costs incurred.

If an exhibitor should leave waste inside the exhibition venue, the exhibitor will be billed later for the cost of disposal.

Please separate waste materials, to increase the percentage of recycled waste. Please deposit recyclable items in the special recycling bins placed at the receiving bays of each exhibition venue. Please take any leftover cardboard to the waste-collection point at the south service pathway.

We ask for your cooperation, especially with regard to bringing in and taking out large quantities of waste.

We ask exhibitors to devise measures for reducing waste at booths and to make arrangements so that, if at all possible, cardboard, exhibition materials and other items do not require disposal when setting up and dismantling booths.

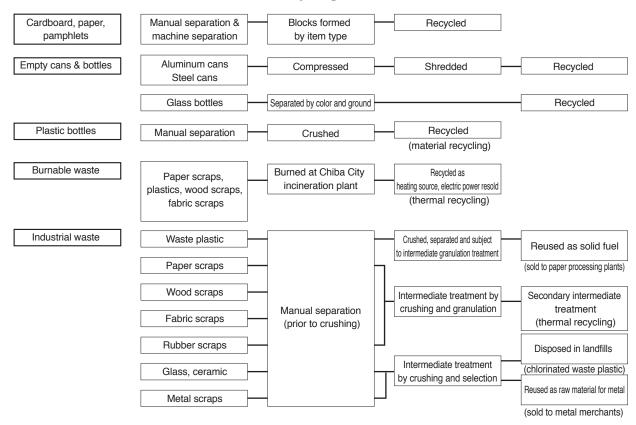
You may contact the following office for further details on waste treatment within Chiba Prefecture.

Chiba-Prefecture Bldg. Maintenance Corporation

Makuhari Messe Office

Tel: +81-43-296-0534 Contact: Sato

### Waste Recycling Flowchart



CEATEC JAPAN promotes environmental measures through the 3Rs (reduce, reuse, and recycle) concept from the exhibition planning and design stages. Examples include using energy-saving lighting, reducing waste from the exhibition such as decorations and lighting fixtures.

CEATEC JAPAN asks all exhibitors to think about 3R ways to save energy and reduce waste from the planning and design stages of the exhibition. Please try to recycle as much as possible and reduce industrial waste, even if the disposal is contracted out.

# **Booth Regulations**

04-1	Booth Standards	
	Booth Standards	079
	2. Base Panel Outline	080
	3. Important Points for Booth Design Safety Measures / Evacuation route / Stage setup / Speaker setup position restrictions / Prohibition of using space outside the booth / Booth space boundaries	08
	4. Ceiling Structure	08
	5. Two-Story Booth Structures	08
	6. Suspended Structure	08
	7. Universal Design	08
04-2	Booth Display Regulations	
	Display Contractor Registration	08
	2. Product Liability (PL) Law	08
	3. Floor Construction Work	08
	4. Fireproofing Regulations / Advertising Balloons	08
	5. Electrical Power Supply	09
	6. Green Power Certification System	09
04-3	Product Exhibit Regulations	
	1. Bonded Goods	09
	2. Display-area Lighting	09
04-4	In-Booth Demo Regulations	
	Prohibition     Prohibition on Sales /     Prohibition of Usage of Space beyond Booth Boundarie /     Restriction on Smoke Effects / Illumination/Lighting / Other	09
	2. Sound Emissions and Copyrights	09
	3. Wireless LANs	09
	4. UHF-band RFID Product Exhibits / Demonstrations Please cooperate	09
04-5	Booth Management Regulations	
	Hazardous Item Handling	09
	2. Exhibitor's Utility Booths	09
	3. Guidelines for Giving Premiums, etc., to Visitors	10
	4. Others  Exhibits/Demonstrations / Cancellation and Change of Show Duration under Unavoidable Circumstances / Exhibited items for which application for industrial property rights has not been filed / Exhibition Hall Management and Insurance / Páging	10

### **Booth Standards**



Please cooperate





### 1. Booth Standards

### ■Booth Specifications

- (1)1-4-row booths (1-18 booth spaces)
  - ①Standard size

Frontage = 2,970 mm

Depth = 2,970 mm

②Specifications

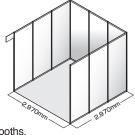
Row booths will be fitted with system panels

on their back sides and on sides neighboring other exhibitors' booths.

Side panels will not be set up on the aisle-facing sides of corner booths.

3 Height limit

Base panels set up by the Management Office are 2.7 m in height, but booth height is limited as follows.



Area where the hight is limited up to 2.7m

Area where the hight is limited up to 3.6m

Area where the hight is limited up to 6.0m



The allowable height of booth walls set back 1.0 m from the corridors and/or foundation panels will be 3.6m



•2 rows (4,6,8,10,12 booth spaces)

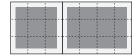
The allowable height of booth walls set back 1.0 m from the corridors and/or foundation panels will be 3.6 m.



**3** rows, 4 rows (9,12,15,16,18 booth spaces)

In the case of booths with 3 rows, the allowable height of booth walls set back 1.0 m from the corridors and/or foundation panels will be 6 m.

\*For 2-row Group pavilions with 20 or more booth spaces, booth height requirements are the same as those for 3-row or 4-row booths.



### (2)Booth spaces for block booths (20 and above)

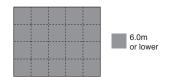
①Block booth standards.

The standard for block booths is 1 booth space =  $9 \text{ m}^2$ . The floor will be marked in an area equal to 2:1 or 1:1 (w:d) based on the total floor space reserved ( $9 \text{ m}^2 \text{ x}$  no. of booth spaces). The actual dimensions will be provided to exhibitors at the lot drawing for booth space allocation.

②Booth height limit of block format

The overall allowable height will be 6 m. Suspended structures less than 6 m high will be permitted. For the details of suspended structures, please refer to Suspended Structures (page 084).

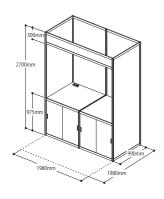
However, the height limit for three-row and four-row booths will be applied to group exhibits.



#### (3)Small Package Booth

- ①Booth specifications
  - 1,980 mm (W) x 990 mm (D) x 2,700 mm (H)
- 2Facilities
  - •Foundation panel
  - •Display counter (975mm high with storage space)
  - ·Fascia (300mm width)
  - •Cutting sheet lettering for company name display
  - ·Fluorescent light
  - •Electricity socket (single-phase 100V, up to 1kw output)

Note: Electricity consumption will be invoiced separately.



### **Booth Standards**





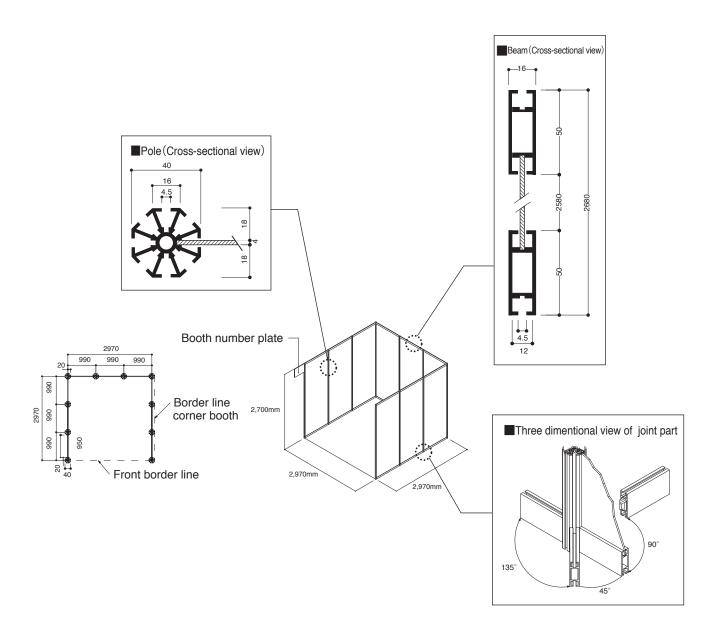




### 2. Base Panel Outline

### ■Base Panel

System panels are used as partitions between adjoining booths. The Management Office will not erect wall panels on the aisle sides of corner booths. However, exhibitors may erect their own wall panels or ask the Management Office to do so for an additional charge.



### **Booth Standards**









### 3. Important Points for Booth Design

### Booth design (Important)

Product exhibits, demonstrations, etc., must be conducted within the exhibitor's booth. If for some reason this rule is not followed properly, the organizing committee and/or organizer will request that the exhibitor comply with the rule; any further noncompliance may result in termination of the exhibitor's booth.

### 1. Safety Measures Important

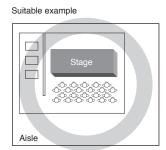
- ①To prevent truss beams falling, strike four or more anchor bolts in one place to secure them to the floor.
- ②When installing exhibition panels (OCTANORM), take measures to prevent them falling by reinforcing the panels, reinforcing the beams in the corner sections, and installing weights.
- 3 Take measures to prevent independent fixtures falling by securing them to the wall or floor surface.
- (4) When installing video monitors, speakers, channel characters, lighting fixtures, and other fixtures located in high places, take measures to prevent them falling by securing them with bolts or wires.

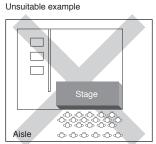
### 2. Evacuation route Important

When designing block booth, be sure to keep 1/3 (one-third) of the side adjacent to the aisle open to allow for an evacuation route.

### 3. Stage setup (Important)

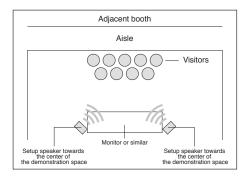
When setting up a stage or similar demonstration, ensure that the booth can accommodate a large number of visitors, if expected, so that they do not block the aisles. Also give consideration to appropriate distance of looking and listening and visitors' view angle caused by installation height of stage and imaging machines. The organizer will check the booths and if any discrepancies are noted, may ask for modifications to be made.

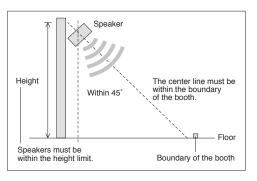




### 4. Speaker setup position restrictions (Important)

The positioning of speakers and other audio equipment towards adjacent booths is not permitted. Make sure that audio equipment faces either into the booth or towards the center of the stage. Also, when setting up speakers on a wall or stand, the center line of speakers must not exceed 45° from the vertical, and must not cross the boundary of the booth.





### 5. Prohibition of using space outside the booth

- ①Visitors must not be allowed to block aisles around the booth. When setting up a stage or similar demonstration, ensure that the booth can accommodate a large number of visitors, if expected.
- ②Calling out to visitors from outside of the booth, having visitors fill out questionnaires outside of the booth, or similar activities are prohibited.
- ③Presentation acts using the aisles around the booth or outside the booth is prohibited. Furthermore, Product exhibits, fixtures, catalogs, equipment, plants, packaging materials cannot be placed in aisles around the booth or behind the booth.
- (4) Lighting directed toward aisles, exhibition hall walls or ceiling is prohibited.

#### 6. Booth space boundaries

Regarding a block of booths (20 booths or more), please be sure take into account when constructing the booth space to make it clear to visitors where the aisles and boundaries are, by installing carpets and the like.

### **Booth Standards**









4. Ceiling Structure

Ceilings, either whole or partial, are prohibited. However, if ceilings are absolutely necessary for such reasons as to create shading, soundproofing, etc., they may be constructed with flame-retardant materials such as fireproof blackout curtains. In such case, the exhibitor must obtain permission from local fire department.

Direct sunlight can be shaded; however it is possible that indirect rays of fluorescent light will reflect on TV monitors, etc. Please note that the Management Office will not take measures to prevent reflection.

Exhibitors who wish to set up ceiling structures, without regard to the size, are required to submit the **Application for Ceiling Structure <Form31>\*** and **both top and elevated view booth drawings** to Makuhari Messe by **Friday**, **August 29**. If the preparation of drawings misses the deadline, the exhibitor should submit Form 31 alone by Friday, August 29 to let Makuhari Messe know that the booth will have a ceiling structure.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

Instructions and regulations of ceiling structures

#### Structure

- ①Any double layer structure is prohibited.
- ②All the decorating materials must be fire-resistant processed and attached the fire-resistant indications.
- ③Exhibitors are required to submit both top (designated ceiling area and its size) and elevated view (designated ceiling area and surrounding wall, etc.) booth drawings. They must show that the ceiling are fire-resistant processed.

### ■Fire Safety Equipment

- ①Fire extinguishes must be 10-size or bigger.
- ②Fire alarms (smoke alarms) may be required. In such case, exhibitor must submit the placement notice and its operation experiment result to CEATEC JAPAN. Domestic fire alarms cannot be accepted.
- ③Depending on the structure or size, evacuation exits and leading light for emergency may be necessary.

### **Booth Standards**







Form32

### 5. Two-Story Booth Structures

A two-floor construction is defined as a layered structure with flow lines for the traffic of people on the upper floor with an overall height exceeding 2.1 meters from the surface floor. However, even when the height does not reach 2.1 meters, the structure is considered to be a two-floor construction if the base floor is used as an aisle, product exhibit, waiting room, etc. The exhibitor must obtain permission of the local fire department. Exhibitors who wish to set up two-story booth structures are required to submit the **Application for Two-Story** Booth Structures <Form32>\* together with a construction plan to Makuhari Messe by Friday, August 29. If the preparation of drawings misses the deadline, the exhibitor should submit Form 32 alone by Friday, August 29 to let Makuhari Messe know that the booth will have a two-story structure.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

Instructions and regulations of two-story booth structures

### ■Booth requirements for construction

Exhibitors using more than a block of booths (20 or more booth spaces) are allowed to construct a two-floor structure.

### 2nd floor floorage

The upper limit of floorage for the 2nd floor shall be a half of the exhibit area (a maximum of 500 square meters including the slope area).

#### Height of the 2nd floor structure

The maximum height of exhibited products and fixtures is 6 meters so this height should also be maintained for items on the 2nd floor.

#### ■Use of the 2nd floor structure

The 2nd floor structure can be used as a product exhibition area, a business meeting room, a waiting room, an operations room, etc. This structure must also be set back at least 1 meter from the border of the aisle and booth. Demonstrations from the 2nd floor to visitors on the 1st floor are prohibited.

#### Design

When designing the 2nd floor structure, calculate the load of the 2nd floor (including an estimate of maximum load capacity) using the diagram shown below.

Note that a ceiling cannot be installed for the 2nd floor. ①Design a safe structure that is made of steel (aluminum truss is also acceptable) and can withstand a seismic load caused by a major earthquake in addition to the above described load.

2 While the Management Office may request materials showing your structural calculations: setting the design conditions is the responsibility of exhibitors, so be sure to take safety aspects fully into consideration when doing so.

Width of stairs must

- 3Make sure to fill in Structural designer in the Application for Two-Story Booth Structures.
- (4) At least two stairways, each at least 90 cm wide, need to be installed.

### Fire prevention and evacuation installations, etc.

The following fire-prevention measures must be taken for a two-story structure.

- ①Automatic smoke alarms and fire extinguishing equipment are mandatory for a two-story structure. Fire extinguishers (type 10) must be installed on the 2nd floor.
- ②Before installing a fire alarm or smoke alarm, notification of its placement and operation test results must be submitted to the Management Office. Smoke alarms for domestic use are not acceptable.
- 3 There must be at least one fire alarm (smoke alarm) per 150 m² of ceiling of the 1st floor. If a 60 cm or longer wall is hung down from the ceiling, at least one fire alarm (smoke alarm) must be set in each enclosed area.
- (4) For the 2nd floor with an area of more than 200 m<sup>2</sup>, fire alarms (smoke alarms) must be connected directly to the control office of Makuhari Messe. Other fire safety equipment may be required to be installed. For making arrangements, please contact Makuhari Messe by the beginning of August at the latest.
- ⑤Plywood, fiberglass materials, carpets, curtains, tablecloths, coverings, and banners for the exhibit must all have fireproof labeling; usage without labeling is strictly prohibited.
- (6) For the 2nd floor with an area of 100 m<sup>2</sup> or more, a certified fire prevention officer must be stationed on-site.

### **Booth Standards**







Form33

### 6. Suspended Structure

A suspended structure is a building frame used to suspend decorations from the ceiling of exhibit booth. Exhibitors, who wish to set up suspended structures, are required to submit Application for Suspended Structure <Form33>\* together with a statement of total weight, top and elevated view drawing to Makuhari Messe by Friday, August 29. If the preparation of drawings misses the deadline, the exhibitor should submit

Form 33 alone by Friday, August 29 to let Makuhari Messe know that the booth will have a suspended structure. \*Download the application from the official website (www.ceatec.com) or use the online application system.

### Eligible Booths

Only those exhibitors who have 20 or more booth space are allowed to install an on-site suspended structure.

#### Width Restriction

The width of suspended structure is limited to a perpendicular line from the interior edge of the booth. However, even within this restriction, the exhibitor might be requested to change the location of a suspended structure depending on the proximity and location of water discharge guns for firefighting purpose.

#### ■Suspension Base Restriction

As a rule, suspension should be done on gusset plates. If the use of other hanging place (beams, etc.), please contact Makuhari Messe by the beginning of August. Depending on the weight, construction plan might be required to change.

### ■Weight Restriction

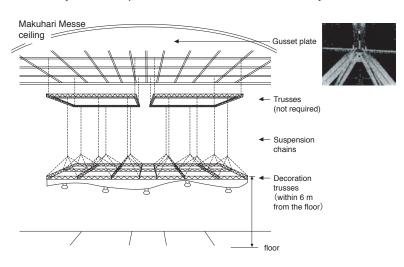
The weight limit of gusset plates for a single suspended structure is 450kg. Exhibitors are required to submit the construction plan and a statement of total weight that specify the weight of each gusset plate. Construction plan which all suspension weight divided by the number of suspension base point can not accepted

#### Height Restriction

Objects regarded as decorations (such as metallic and wooden objects, signs, lighting fixtures, speakers, banners, and fabrics) should be no higher than 6m, same as the height restriction. Trusses for suspended structures and chain motor boxes are not subject to this restriction but should be positioned so as not to obstruct the view of other exhibitors. For safety, chains suspending decoration trusses should be fixed to the truss joints within approximately 1m above the decoration truss.

#### Other Restrictions and Precautions

- ①Design ornamental trusses to have a combined structure that is not separated in pieces.
- 2 Design suspended trusses to prevent impact from horizontal vibrations caused by an earthquake and secure as much distance as possible between installed trusses.
- 3 In regard to the wiring of cables that cross the floor to the ornamental truss, design it so that it can prevent disconnection from horizontal vibrations caused by an earthquake and can be installed flexibly.
- 4When installing PDPs and speaker channel lettering and lighting for ornamental trusses, take measures to prevent them falling such as securing them with bolts and wires.
- 5Only use unobtrusive colors such as black and gray for components such as trusses.
- 6 Exhibitors that install suspended trusses shall assume full responsibility for accidents that occur during the construction of the suspended structure or are caused by the suspended structure during the exhibition period.



### **Booth Standards**









### 7. Universal Design

In order to provide services of a consistently high quality in line with the standards of the exhibition, CEATEC JAPAN has worked hard to raise overall satisfaction levels by seeking opinions and receiving requests from visitors. As we look ahead to the exhibition's role as a comprehensive forum worthy of participation from a diverse range of sectors, we will also strive to find ways of attracting numerous visitors. Please keep the following points in mind when considering booth design and operation. We would be grateful for your understanding and cooperation.

### Requests to exhibitors for universal design

- 1)Booth layout, furniture, and fixtures
  - ·Spacious layout and flow lines for visitors in wheelchairs
  - ·Accessible booth without steps or slopes which may hinder visitors
  - ·Arrangement of exhibits, panels, and signs
  - ·Good visibility of signs and panels
  - ·Multi-lingual panels for exhibits
- 2 Service manner
  - ·Multi-lingual guide staff
  - ·Staff training on how to serve handicapped visitors
  - Audio equipment with appropriate volume and direction
- ③Providing information in universal design
  - Diverse means of providing information
  - ·Multi-lingual leaflets

Exhibitors are asked to help make all visitors feel welcomed.

## **Booth Display Regulations**









### 1. Display Contractor Registration

### **■**Display Contractor Registration

When hiring a display contractor or setting up your own booth, you should submit the **Display Contractor Registration Form <Form34>\*** to Kogeisha Co., Ltd. by **Friday, September 5.** 

Display contractors are required to be completely familiar with the contents of the Exhibition Manual and regulations.

Exhibitors who have ordered a Package Booth Plan (page 105) are not required to submit this registration, because this application is submitted by the contractors in charge.

Exhibitors who plan to set up their booth by themselves are required to fill in their own information in the column of Display Contractor.

<sup>\*</sup>Download the application from the official website (www.ceatec.com) or use the online application system.

### **Booth Display Regulations**



Please cooperate



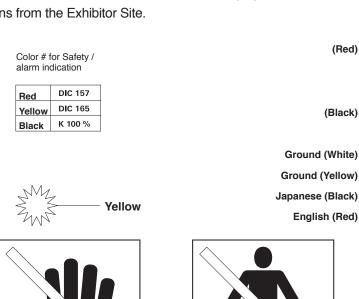


### 2. Product Liability (PL) Law

The Management Office recommends that exhibitors take the following measures related to Japan's Product Liability (PL) Law.

### ■Safety/Alarm Indications

Exhibitors are strongly recommended to ensure the complete safety of their booths and provide adequate safety indications/alarm indications related to displays. Exhibitors can download the PDF file of safety/alarm indications from the Exhibitor Site.









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ください





さわらないで

ください

**PLEASE DO NOT TOUCH** 

頭上にご注意

ください

**OVERHEAD HAZARD** 

Exhibits should be displayed in the same environment as that in which the exhibited products will be actually used. When designing and producing the booth, care should be taken to avoid giving visitors false expectations and/or generating misunderstandings regarding quality. If the exhibition environment is to be different from the actual usage environment, the exhibitor should clearly indicate this fact.

### **Booth Display Regulations**









3. Floor Construction Work

For exhibitors who require floor construction work, the **Application for Floor Construction Work <Form35>\*** and 1 copy of the floor plan must be submitted to Kogeisha Co., Ltd. by **Friday, September 5.** 

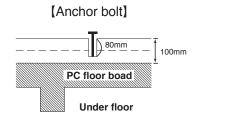
\*Download the application from the official website (www.ceatec.com) or use the online application system.

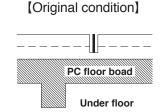
### **■**Floor Construction Work

- ①Exhibitors are required to contact the Management Office in each hall before commencing the work and inform the number of anchor bolts to be affixed.
  - \*In case there is no need of anchor bolts, exhibitors are required to submit the cancellation
- ②Concrete nails and jackhammering are prohibited. No construction may be carried out on pit covers or pit interiors on the floors.
- ③To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.
- (4) Carpeting a booth, exhibitions are required to use double-faced tape. Use of glue is prohibited.

### Restoration to original condition

Floor construction work is permitted on the condition that all flooring will be restored to its original state after the show. After usage, if the bolt heads project above the surface, they must be sawn off, not hammered in or cut with acetylene torches. All expenses for restoration shall be borne by the exhibitor. In the event that the floor is not restored to its original condition after the final floor inspection, or the restoration is incomplete, the Management Office will complete the restoration work and charge the total amount of expenses to the exhibitor after the show.





### **■**Floor restoration expenses

Exhibitors are required to pay the floor restoration fees regardless of the size of anchor bolts used. ¥1,080 (tax included) per anchor bolt

### **Booth Display Regulations**









### 4. Fireproofing Regulations / Advertising Balloons

### Fireproofing Regulations

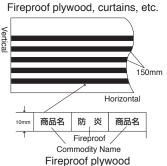
Inspections by the local fire department will be carried out during the display construction work, during the show, or after its completion. Any work not in accordance with the below regulations may be suspended, or the structure(s) in question removed. Exhibitors are required to follow the instructions below.

- ①Any type of material, whether cloth or paper, affixed to plywood for display purposes should be fireproof.
- ②Materials such as display mountings, artificial flowers, draperies, drop curtains, display plywood, fiberboard, fiber blinds, blackout curtains, carpeting or other flammable materials must be fireproof. Please attach a Fireproof tag to each of these materials in an easily visible location.
- ③Avoid using paper flowers, urethane, acetate, polyester, nylon or other materials that are difficult to fireproof.
- 4 The use of plastic foam is prohibited. Please substitute Styrofoam or similar materials.
- 5 Fireproof labeling requirements are shown below.

### Fireproof plywood

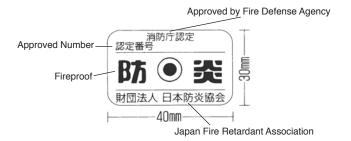
The background should be white. The Kanji characters 防炎 (Fireproof) should be printed in red, and all other characters and horizontal lines should be in black. The fireproof indication located on the reverse side of fireproof plywood is shown below. Characters and lines should be red on this indication.





#### Fireproof carpet

The background should be white. The Kanji characters 防炎 (Fireproof) should be printed in red, and all other characters and horizontal lines should be in black.



#### Advertising balloons

- ①Floating objects such as advertising balloons can be set up under the restriction of Booth Standards and Height regulations (see page 079).
- ②Only helium gas is permitted for use. Compressed gas cylinders are not allowed to be stored in the exhibition premises.

Contact: Kogeisha Co., Ltd.

Person in charge: Yamada, Kodai, Yagasaki 6-17-5, Hongo, Bunkyo-ku, Tokyo 113-0033 Tel: +81-3-5684-7343 Fax: +81-3-5684-7337

E-mail: ceatec@kogeisha.co.jp

### **Booth Display Regulations**



Please cooperate





### 5. Electrical Power Supply

### ■Electrical power supply application

If electrical power is required inside a booth, the exhibitor must submit to IIDA Electrical Works Co., Ltd. the **Application for Electrical Power Supply <Form36>\*** by **Friday**, **September 5**, with voltage/phase requirements clearly indicated. If a compressor is used, the exhibitor is requested to fill in the necessary requirements on the Form, and to soundproof the compressor area so as to avoid inconveniencing other exhibitors.

Exhibitors must indicate the work and capacity required for their booths on the **Electrical Power Source Installation Diagram <Form37>\***, and submit it to IIDA Electrical Works Co., Ltd. by **Friday**, **September 12**, This diagram is required to obtain permission for construction from the local fire department and is also used as a final check of power capacity. The capacity required (watts) should be rounded up to the nearest thousand. Please state in kilowatts.(Example:1.4 kW→2 kW) Please ensure it is filled out correctly and submitted before the deadline.

\*Exhibitors who have ordered the package displays are not required to submit the Application for Power Supply, the Electrical Power Work On-site Diagram or the Display Contractor Registration because these applications are submitted by the contractors in charge. However, please note that the fee for package displays does not include the fee for electrical facility construction and electricity consumption.

### ■Electrical facility (construction)

The Management Office will provide electrical facility construction services according to the fees listed below and based on the contents of the **Application for Electrical Power Supply.** One circuit breaker will be prepared for the booths of exhibitors submitting this form. For safety reasons, the outlet should not be decorated or covered in any way.

Single-phase	100 V 50 Hz	¥7,560 (tax included)	per 1 kW
Single-phase	200 V 50 Hz	¥7,560 (tax included)	per 1 kW
Triple-phase	200 V 50 Hz	¥7,560 (tax included)	per 1 kW

### ■Electricity consumption fee

Exhibitors will be charged a basic fee of ¥3,240 (tax included) per 1 kW ordered.

### ■Electrical construction work in booth

Exhibitors must carry out electrical construction work, such as distribution boards, lights, fluorescent lights, and sockets, after the circuit breaker has been installed by the Management Office. For the safety of the booth during the exhibition period, exhibitors must take measures such as keeping an engineer at the booth at all times. Earth-leakage circuit breakers must be equipped with the distribution boards in the booth.

#### ■Electrical work in booths

①Power transmission to booths

Block booth with 20 booths spaces and more	1:00 p.m. on October 4
18 booths or less	1:00 p.m. on October 5

\*\*However, transmission may be delayed depending on the progress of work in neighboring booths.

②Termination of power 5:

5:15 p.m. on October 11

#### Other Considerations

①Protective equipment (backup)

The Management Office cannot be responsible for any damage to exhibits caused by accidental power failure or voltage drops. For exhibits requiring constant voltage and/or frequency (the voltage in each booth will be 100V  $\pm$ 5%), exhibitors are required to install necessary back-up equipment (power supply stabilizing units, etc.).

#### ②Electrician licensing

Contractors carrying out electrical work in booths must carry their licenses with them at all times. Unlicensed workers or those who fail to carry their licenses will be ordered to stop work.

#### ③Observing electrical standards

Electrical work in each booth must be carried out in accordance with electrical standards (internal electrical regulations).

<sup>\*</sup>Download the application from the official website (www.ceatec.com) or use the online application system.

### **Booth Display Regulations**



Please cooperate





### 6. Green Power Certification System

You can publicize your CO<sub>2</sub> reduction measures / contribution to environmental protection at your exhibition. If you wish to participate in this program, please submit your "Application for Certification of Green Power" <Form38>\* to Japan Natural Energy Company Limited. by Friday, August 29. The issues of prevention of global warming, environmental protection, and CSR are becoming more and more important these days and natural energy has an important role to play. It is very difficult for companies to own power generation equipment based on natural energy sources. However, there is a system in which you can entrust power generation based on natural energy sources to someone else and can recieve "Certification of Green Power" for environmental added value created by that power generation. Please utilize this program to publicize your CO<sub>2</sub> reduction measures / environmental protection measures at your exhibition booth.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

#### ■What is Green Power?

It means power generated by natural energy resources such as sunlight, wind, biomass.

#### ■How does Certification of Green Power work?

Certification of Green Power is a certificate for environmental added value (CO<sub>2</sub> emission reductions, reduction of fossil fuels) of power generated by natural energy sources. Electricity you use through purchasing Certification of Green Power will be considered electricity derived from natural energy sources.





### ■Contracts and Fees regarding the use of Certification of Green Power

Term of Contract: From the delivery start date to the end of CEATEC JAPAN

Contracted Amount: 1,000kWh unit

Unit Price: From 10,000 yen per 1,000kWh plus certification issuance fee of 5,000 yen (including tax)

How to calculate usage fees: The amount of electricity used (kW) × Hours of Use(h)

Here are the standards for the hours of use

Less than 18 booths	50 hours
More than 20 booths	60 hours

Example of Calculation:

When the estimated amount of electricity used is 10kW and the number of booths is 6  $10kW \times 50h = 500kWh$ 

Contract Amount:10,000 yen~ Certification Issuance Fees:5,000 yen Total:15,000 yen~

### ■Issuance of Certification of Green Power

We will issue a Certification of Green Power approximately a few weeks after contracting. We will provide you with Green Power mark data upon contracting. You can publicize your usage of green power by indicating the marks below on materials distributed at your booth or your website.



Example 1: kWh of electricity used at this booth uses green electricity based on Natural Energy power.

Example 2: As we exhibit at "CEATEC JAPAN 2014", we are promoting the use of natural energy sources by purchasing OokWh of Green Power to be used at our booth.

■After application, you will have to contract with Japan Natural Energy Company Limited first, then a Certification of Green Power will be issued after your payment confirmed.

Japan Natural Energy Company Limited

11F, Sumitomo-seimei Gotanda Bldg., 5-1-11, Osaki, Shinagawa-ku, Tokyo

Tel: +81-3-5437-3561 Fax: +81-3-5437-3562

http://www.natural-e.co.jp

# 04-3 Product

### **Product Exhibit Regulations**



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### 1. Bonded Goods

#### ■Bonded Exhibition

For exhibitors planning to bring foreign-made goods and/or exhibition materials to CEATEC JAPAN, the Management Office will apply to Japanese customs authorities for approval of the show as a bonded exhibition.

With this authorization, foreign-made goods (goods manufactured and/or assembled outside of Japan, for which import and customs procedures have not been completed) can be brought to the show site under bonded status.

#### ■ Bonded Exhibition Goods

- ①Because bonded exhibition goods will be treated as pre-import goods, they will be under the management of the customs authorities of Japan. As such, methods of transporting and handling said goods must be approved in advance by customs authorities.
- ②Catalogs, pamphlets and other goods that will be distributed to visitors or are considered consumables and thus excluded from bonded status. Exhibitors planning to bring in such goods must receive import approval before delivering said goods to the exhibition site.

### ■How to Apply

- ①Exhibitors planning to bring in bonded exhibition goods are required to fill in the necessary information on the Foreign-Made Product Exhibition Plan <Form39>\* and submit it to Ishikawa-Gumi Ltd. by Friday, September 5. This form refers to planning documents for bonded exhibitions to be submitted to the Yokohama Customs Office, so changes to exhibited items will be permitted during the show.
- ②The Management Office has authorized Ishikawa-Gumi, Ltd. to make all customs and transport arrangements for bonded items. For more details about bonded items, please contact Ishikawa-Gumi directly.

Contact:

Ishikawa-Gumi, Ltd.

Person in charge: Mr. Saito, Ms. Hasegawa at International Dept.

4-14-2, Higashi-ohi, Shinagawa-ku, Tokyo 140-0011

Tel: +81-3-3474-8102 Fax: +81-3-5460-9841

E-mail: igl-exhi@ishikawa-gumi.co.jp

<sup>\*</sup>Download the application from the official website (www.ceatec.com) or use the online application system.

### **Product Exhibit Regulations**









### 2. Display-area Lighting

### ■Display-area Lighting (planned)

The brightness of the venue is between 450 and 500 lux when all high-pressure mercury ceiling lamps are lit. There are four mercury ceiling lamps per block in the exhibition hall; however taking the exhibition environment into consideration, lighting will be kept within 3/4 of the total brightness for all stages.

### ■Lighting adjustment plans

Lighting adjustment plans are to be implemented from 2:00 p.m. to 4:00 p.m. on October 6.

\*Adjustment may need more time depending on conditions.

### **In-Booth Demo Regulations**









### 1. Prohibition

#### ■Prohibition on Sales

No exhibit materials may be sold during the exhibition period for any reason. Exceptions include products exhibited in the Service and Software category, and related products. Exceptions also include merchandise sold by the Management Office and those sold in the special area with sales concessions.

### ■Prohibition of Usage of Space beyond Booth Boundaries

- ①Exhibitors are responsible for controlling crowds around their booths, which might block walkways in public spaces. If a stage is set up in a booth, the exhibitor must ensure that the booth layout makes it possible to bring all visitors inside the boundaries of the booth.
- ②Inviting visitors into booths and/or conducting surveys in walkways in public spaces is strictly prohibited.
- ③Exhibits, decorations, fixtures, plants and packaging materials should not be left outside of booths.
- (4) Directly lighting walkways, walls, ceilings, etc., of Makuhari Messe is strictly prohibited.

Improvements will be requested to ensure that all booths conform to regulations. Failure to conform may result in the withdrawal of exhibiting privileges.

#### ■ Restriction on Smoke Effects

Smoke effects (including dry ice, carbon dioxide gas, etc.) are not permitted.

### ■Illumination/Lighting

Nothing may be directly attached, nor may lights be shone directly onto the walls, floors or ceiling of Makuhari Messe.

When strong lighting equipment such as LEDs are used in displays and/or signboards, they must be positioned so as not to inconvenience visitors or neighboring booths.

If any problems occur in line with lighting, the Management Office will request immediate countermeasures.

#### Other

Please take preventive measures to avoid the generation of the following during demonstrations. Please be considerate of other exhibitors and visitors.

- ①Hot air
- 2 Gases
- ③Odors
- (4) Vibration

### **In-Booth Demo Regulations**









### 2. Sound Emissions and Copyrights

### Sound Volume (Important)



When using AV equipment for a demonstration or explanation in a booth, exhibitors are requested to follow the instructions below in order to maintain a comfortable environment for visitors.

#### 1)Volume limit

■ Lifestyle & Society Stage area: less than 85 decibels ■Key Technologies Stage area: less than 75 decibels

#### ②Volume measurement

- Volume is measured at a point 2 m from the boundary of the booth.
- The peak value, which is measured by devices meeting the JIS C1509 standard, is used for assessment.
- The Management Office may measure volume levels at any time during the show. We recommend that exhibitors measure their volume levels before and during the show. Measuring devices are available at the Office.

#### (3) Breach of restriction

The Management Office will issue a warning to exhibitors violating the sound level restriction or whose deep noises annoy others. Failure to conform may result in the following penalty.

Even if exhibitors are complying with the rule, if a complaint is received, the Management Office may ask the exhibitors to reduce the sound level to ensure a comfortable environment for others.

Such exhibitor will be penalized with the following if the exhibitor makes no improvements.

· After three warnings, the exhibitor will not be allowed to use sound equipment during the next morning.

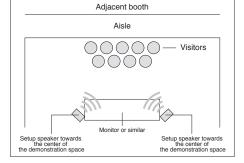
### 4 Person in charge

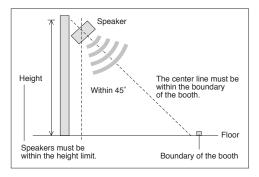
A person in charge of AV equipment must be stationed at the booth at all times and operate the equipment in accordance with the regulations.

### 5 Restrictions on speaker position

The positioning of speakers and other audio equipment towards adjacent booths is not permitted. Make sure that audio equipment faces either into the booth or towards the center of the stage. Also, when setting up speakers on a wall or stand, the center line of speakers must not exceed 45° from the vertical, and must not cross the boundary

of the booth.





#### Copyrights

Exhibitors playing music or replaying recorded audio or video material must pay royalties on said material (unless the exhibitor owns the rights or has made separate arrangements for payment of royalties). Royalties are payable to the Japanese Society for the Rights of Authors, Composers and Publishers (JASRAC), which handles royalties in Japan. Please contact JASRAC at the following address for details on arrangements and royalty calculation methods:

Japanese Society for the Rights of Authors, Composers and Publishers (JASRAC) Tokyo Event & Concert Division 10fl. Nihon Seimei Shinjuku Nishiguchi Bldg. 1-17-1, Nishi Shinjuku, Shinjuku-ku, Tokvo 160-0023

Tel: +81-3-5321-9881 Fax: +81-3-3345-5760

### **In-Booth Demo Regulations**









### 3. Wireless LANs

The increasing use of wireless LANs for demonstrations and the like in recent years has caused interference with adjacent booths. This Section is designed to avoid communication problems due to channel interference and/or SSIDs in neighboring booths by adjusting channels in advance.

Exhibitors planning to connect wireless LANs in their booths are required to submit an **Application for Wireless LAN <Form40>\*** to Kissei Comtec Co., Ltd. by **Friday, September 19.** 

- \*This application is only to apply for a wireless LAN in your booth, not including Internet connection order placement. If you wish to use the Internet, the Application for Internet Connection <Form47> should be submitted separately. (see page 116)
- \*This application does not include wireless LAN channel adjustment of wireless microphone. Wireless microphone adjustment should be arranged among the exhibitors involved.
- \*Please note that this submission does not guarantee that communication will be possible within your booth.
- \*Getting nearby booth and wireless LAN entangled is numerous every year. Therefore, please do not use wireless LAN excluding the demonstration.

### ■Before sending the application

- ①Exhibitors planning to use equipment compatible to IEEE 802.11a, IEEE 802.11b, IEEE 802.11g standards are required to submit the application.
- ②Exhibitors planning to connect wireless LANs and AP(access point) in booth are required to submit the application.
- ③Exhibitor's booth number should be included in SSID to be confirmed condition of wireless communication during the show.
- ⑤If neighboring booths plan to use same channel, the Management Office will ask one or both to use different channels. For this reason, the Management Office cannot guarantee that every exhibitor will be able to use the channel it specifies in the application.
- (6) Use of IEEE 802.11a is recommended to avoid crossed line as IEEE802.11b and IEEE802.11g are likely to be busy.
- ①If applying more than one channel, the Management Office may limit the number of channels depending on circumstances.
- ®Wireless LAN standards limit the number of channels available, and channels will be awarded on a first-come-first-served basis. Exhibitors submitting the application after the submission deadline might refrain the use of or not be able to use a wireless LAN.
- (9) It is possible that channel adjustment may cause interference with the channel you have been allocated. We recommend that you shorten the distance between the access point and the reciver to turn down access point or you have a cable system ready as backup in the event that interference affects your wireless LAN.
- (1) Information on wireless LAN channels will be provided to exhibitors one week before the exhibition begins.

<sup>\*</sup>Download the application from the official website (www.ceatec.com) or use the online application system.

### **In-Booth Demo Regulations**









### 4. UHF-band RFID Product Exhibits / Demonstrations

Multiple exhibitors will make use of wireless transmissions during the show. Owing to the limited channels available for RFID in the UHF band, in particular, it is possible that signal interference will occur. The Management Office wants to know in advance which booths will feature exhibits and demonstrations of UHF-band RFID and, to avoid high interference levels that cannot be ignored, assign demonstration times and UHF channels accordingly.

If you are planning to exhibit or demonstrate products that use UHF-band RFID, please fill in the **Application for UHF-band RFID Exhibit/Demonstration <Form41>\*** and submit it with a booth floor plan showing the location and broadcast direction of read/write (R/W) equipment by **Friday, September 12**, to Kogeisha Co., Ltd.

Based on this information, the Management Office will allocate UHF channels and demonstration times. In addition, actual conditions will be monitored on the opening day of the show. If interference levels are low, demonstration schedule restrictions might be removed. The understanding and support of exhibitors is requested in this matter.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

#### ■ Affected Exhibitors

Exhibitors planning to exhibit and/or demonstrate RFID R/W equipment using the UHF band (900MHz)

#### ■How to Apply

Submit the application form with a booth floor plan showing the location and broadcast direction of R/W equipment to the Management Office by fax.

\*Booth floor plans will be used only by the Management Office and will not be shared with any third parties.

### ■Schedule after Applying

The Management Office will inform you of the channels and demonstration times allocated to your booth. Please plan to implement demonstrations according to this schedule.

### **Booth Management Regulations**









### 1. Hazardous Item Handling

### ■The Fire Prevention Law Prohibits the Following Activities on the Exhibition Site

- **1**Smoking
- ②Live flames (spark-producing items, exposed elements, etc.)
- 3 Liquefied petroleum gas (LPG) or other flammable/pressurized gases
- 4 Hazardous objects (gasoline, kerosene, other oils, etc.)
- 5 Hazardous materials (explosives, matches or disposable lighters in large quantities, etc.)

### Exceptions

If any of the above (except smoking) is necessary for an exhibitor to execute a product/technology demonstration, permission to bring the material onto the site may be obtained from the local fire department. The exhibitor should submit the **Application for Flammable or Hazardous Items <Form42>\*** to Kogeisha Co., Ltd. by **Friday, September 5**, along with two copies of a full description of the demonstration.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

### Smoking

Smoking is permitted only in specially designated Smoking Areas.

#### **■**Live Flames

The following should be strictly observed when using live flames:

- ①Minimize the size and quantity of on-site equipment to the extent possible and use devices of the same type.
- 2 Protect the surrounding area with fireproof materials.
- 3 Monitor conditions closely and provide adequate fire safety equipment.
- (4) Set up at least one fire extinguisher (Type 10 and above)
- (5) Appoint responsible personnel.
- ⑥Live flames must be at least 5 m away from fire exits, hazardous materials and other flammable materials.

### Liquefied Petroleum Gas (LPG) or Pressurized Gas

The following rules should be strictly observed when using LPG and other pressurized gases (oxygen, hydrogen, nitrogen, carbon dioxide, argon gas, etc.):

- ①After installation, test all containers for leaks, and if necessary display a "Caution: Do Not Use Near Flammables" sign on them.
- ②Use pressurized gases under the lowest possible pressure, and handle containers carefully. Bringing flammable gas cylinders (except cartridge types) onto the exhibition site is prohibited.
- ③To prevent gas leakage, use a complete connector for all connecting parts and monitor continuously with a gas leak detector.

### Hazardous Materials

- ①Bring only one day's supply or less onto the show site.
- 2Do not replenish supplies during show hours.
- 3) Provide adequate fire safety measures and handle materials carefully at all times.
- Place hazardous materials at least 6 m away and other materials at least 3 m away from fire escapes.
- (5) At least one Type 10 fire extinguisher must be readily available.
- BPlace hazardous materials 5 m away from areas where open flames are used.
- ②Appoint personnel to monitor safety.

## **Booth Management Regulations**



Please cooperate





04-5

### 2. Exhibitor's Utility Booths

The Management Office will provide exhibitors with utility booths to be used as storage space, exhibitor staff rooms or business meeting space. Exhibitors are prohibited from displaying products in these booths. Exhibitors who wish to use the utility booth are requested to submit the **Application for Exhibitor's Utility Booths <Form43>\*** to the Japan Electronics Show Association by **Friday, August 8.** Applications will be also accepted after the deadline. However, the location may be away from your booth. Owing to space limitations, there may be a maximum availability per exhibitor (or per stage if an exhibitor is exhibiting in multiple stages). \*Download the application from the official website (www.ceatec.com) or use the online application system.

#### **■**Dimensions:

2,970mm (w)  $\times 2,970$ mm (d)  $\times 2,700$  mm (h)

### Price:

¥216,000 per utility booth (tax included)

### **Equipment Provided in the Above Price:**

One key, Two fluorescent lights and one outlet (total capacity: up to 800 W). Exhibitors requiring other equipment should apply for rental fixtures (see page 105).

#### Location:

Storage spaces will be provided close to booths. The Organizing Committee will decide the final allocation. Because of space availability, storage may be set up outdoors. The final layout plan will be distributed via E-mail in late August.

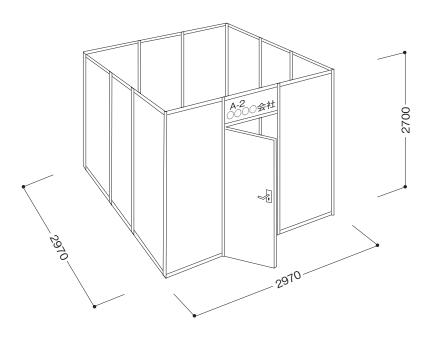
### ■Duration of Usage:

October 5 to October 11

### ■ Distribution of Door Key:

A door key to the storage unit will be distributed from October 5. Exhibitors are requested to present a business card at the Hall Management Office to receive the key. Please return the key to the Hall Management Office by 7:00 p.m. on October 11.

If a door key is lost, an extra ¥5,400 will be charged.



### **Booth Management Regulations**









### 3. Guidelines for Giving Premiums, etc., to Visitors

Premiums and other goods for visitors should be distributed in line with Japan Fair Trade Commission rules according to the maximum price and total number of the goods to be distributed. Please refer to the following guidelines and, if you plan to distribute premiums, do so in compliance with the Act Against Unjustifiable Premiums and Misleading Representations.

### **■**Designation of Premiums

In general, premiums are defined as small gifts, free samples, prizes, etc. However, under the Act Against Unjustifiable Premiums and Misleading Representations, premiums are:

Premium goods include small gifts, freebies, or prizes. Under the Undue Premiums Law, however, a premium is defined as goods, money, or other economic gain offered by an entrepreneur to attract customers in connection with goods or services provided. The stipulations of the Undue Premiums Law apply to such premiums.

Premiums distributed to visitors at trade fairs shall be considered a means of attracting customers.

#### Maximum Value of Premiums

Maximum values are set for premiums allowed under the Act Against Unjustifiable Premiums and Misleading Representations. If premiums surpassing maximum values are distributed, the Japan Fair Trade Commission may restrict or order the cessation of such distribution.

### ①General prizes

"Prizes" are defined as premiums awarded to users of products and services in lotteries or other games of chance or skill. Such premiums are designated as "general prizes" unless the lottery or game of chance in question is implemented by multiple companies as a shared prize.

Examples: \*Prizes awarded through lotteries or games in booths

\*Prizes awarded for solving puzzles or correctly answering quiz questions

\*Prizes awarded to winners of physical or sports competitions

Maximum values of general prizes are detailed in the chart.

Maximum value of premiums

20 times the value of the transaction less than ¥5,000

Because the price to enter CEATEC JAPAN 2014 is ¥1,000 for visitors who do not pre-register, please note that the maximum value of general prizes as defined above is as follows.

Maximum value

Equivalent to ¥20,000

(CEATEC JAPAN 2014 entrance fee ¥1,000  $\times$  20)

#### 2Free-to-all premium

In the case of trade shows, unlike general prizes, free-to-all premiums are defined as goods or money distributed freely to all visitors. Premiums distributed to all visitors who order goods or services or to all visitors to a booth are considered free-to-all premiums.

Maximum values of free-to-all premiums are detailed in the chart.

Maximum value:	
Transaction price	Maximum premium price
Less than ¥1,000	¥200
¥1,000 or more	2/10 the transaction price

Because the price to enter CEATEC JAPAN 2014 is ¥1,000 for visitors who do not pre-register, please note that the maximum value of general prizes as defined above is as follows.

Maximum value of free-to-all premium:
¥200

\*However, samples and other goods/services for publicity purposes, coupons for products offered by exhibitors and other related items recognized as complying with accepted business practices, even if they fall under the designation of premiums, will not be subject to restrictions on free-to-all premiums and may be distributed at the show site.

Examples: \*Product samples distributed in booths

- \*Novelties such as ballpoint pens and calendars imprinted with the exhibiting company's name and/or logo for the purpose of publicity
- \*Coupons for products offered by the exhibitor

#### 3 Open prizes

Programs that are widely publicized in newspapers or magazines, or on television or websites, which do not have any conditions on purchasing products or services, and which can be applied for via postcard, fax, websites or email and result in prizes being awarded by a lottery among the applications, are not subject to restrictions on premiums. These programs are designated as "open prizes."

Exhibitors who provide such open prizes irrespective of their presence at CEATEC JAPAN 2014 and who allow CEATEC JAPAN 2014 visitors to submit applications at their booths are not subject to restrictions under the Act Against Unjustifiable Premiums and Misleading Representations.

However, lottery drawings held only for CEATEC JAPAN 2014 visitors will be subject to the aforementioned restrictions on general prizes.

The above contents related to the Act Against Unjustifiable Premiums and Misleading Representations have been set forth by the CEATEC JAPAN Organizing Committee following confirmation from specialists. These contents might be changed as directed by the Japan Fair Trade Commission. For further information on the Act Against Unjustifiable Premiums and Misleading Representations, please visit the official website of the Japan Fair Trade Commission (http://www.jftc.go.jp/).

### **Booth Management Regulations**









### 4. Others

#### Exhibits/Demonstrations

The organizer will make every effort to provide effective management, enhanced safety, and maintenance of order at the venue as well as ensure the safety of exhibition visitors. Any act by an exhibitor(s) that is considered detrimental to the aforementioned may lead to the termination of that exhibitor's demonstration. Exhibitors shall be liable for any accidents that may occur during exhibitor demonstrations, and CEATEC JAPAN sponsors and/or the organizing committee shall bear no responsibility whatsoever in such circumstances. In the event of an accident, the exhibitor is required to take appropriate action and report it immediately to the organizer.

### ■ Cancellation and Change of Show Duration under Unavoidable Circumstances

- Neither the show organizers nor sponsors shall assume any responsibility if the show is canceled because of an unavoidable calamity or potential calamity, such as an earthquake, fire, disease, terrorist act or order from the public authorities.
- ②If an unavoidable calamity prior to the opening of CEATEC JAPAN forces show cancellation, participation fees paid by exhibitors will be refunded in full, minus a charge for expenses already incurred.
- Neither the show organizers nor sponsors shall be held liable to refund either full or partial show expenses if the show duration is unavoidably shortened because of a calamity or potential calamity.
- The CEATEC JAPAN Organizing Committee assumes no responsibility for other expenses already incurred by exhibitors.

### Exhibited items for which application for industrial property rights has not been filed

Part of the Patent Law has been revised and the application items of regulations concerning exception to lack of novelty of invention have been reviewed. Due to this revised law, the designated system of exhibitions was abolished from 1st April, 2012, and disclosure type restrictions will be removed from the old system where application items were restricted except for certain exhibitions.

Exhibitors who plan to file an application for patent, utility model or trademark, should directly contact the General Affaires Division of the Patent Office.

Please visit the following website for more information (Japanese only).

http://www.jpo.go.jp/toiawase/toiawase1.htm#ippan

### **■**Exhibition Hall Management and Insurance

- The sponsors (CEATEC JAPAN Organizing Committee comprising CIAJ, JEITA, and CSAJ) and the Management Office will make every effort to ensure the security of exhibits during the show period, for example, by implementing security guard patrols. However, the management cannot assume responsibility for damages from natural disaster, fire, theft, loss of property or other occurrences beyond its control and recommends that exhibitors take steps of their own.
- ②Exhibitors shall be liable for any fatalities or injuries occurring to visitors, other exhibitors or third persons as well as damage to items at the exhibition site. CEATEC JAPAN sponsors and/or the organizing committee shall bear no responsibility whatsoever in such circumstances.
- ③A booth manager, whose responsibility is to supervise all activities that take place in the exhibitor's booth, must be confirmed with the organizer prior to the start of the exhibition.

Details for insurance, please contact Toho Agency Co., Ltd.

Toho Agency Co., Ltd. Contact: Ms.Ogawa

5F Nippon Koa Bldg. 8-4, Chiba-minato, Chuo-ku, Chiba, 260-0026

Tel: +81-43-246-1441 Fax: +81-43-246-9704 E-mail: chiba-a@toho-ag.co.jp

#### Paging

# **Services Related to Booth Operation**

05-1	Transport Service	
	Transport, Load-in&Load-out Service	104
05-2	Rental Fixtures	
	Package Booth Service & Rental Fixtures	105
	2. PC and Monitor Rental	114
05-3	Infrastructure Services	
	1. Internet Connection	116
	2. Temporary Telephone Line Service	117
	3. Antenna Installation	118
	4. Booth Air Conditioning	119
	5. Water Supply, Drainage, Compressed Air and Gas	120
05-4	<b>Booth Management Services</b>	
	1. Meeting Room (Rental)	121
	2. Hotel Reservations	122
	3. Food / Beverage Tickets	123
	4. Catering Service	124
	5. Bento (Box Lunch) Delivery Service	125
	6. Reception Staff / Non-Technical Interpreter	126
	7. Booth Security Guard	127
	8. Booth Photography	128
	9. Booth Cleaning	129



### **Transport Service**









### Transport, Load-in&Load-out Service

Domestic cargo service is available as outlined below. Exhibitors who wish to use this service are required to submit the **Application for Transport**, **Load-in/Load-out Service <Form44>\*** to Plus Cargo Service by **Friday**, **September 19**.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

### **■**Domestic Cargo System



#### Fees

①Fees for delivery to or pick up from Makuhari Messe.

\*tax included.

Region	~ 2kg	~ 5kg	~ 10kg	~ 20kg	every additional 10kg
Hokkaido	¥1,800	¥2,000	¥2,250	¥2,500	¥1,200
Tohoku	¥1,400	¥1,600	¥1,800	¥2,050	¥1,000
Kanto/Koshin-Etsu	¥1,350	¥1,550	¥1,750	¥1,950	¥800
Chubu/Hokuriku	¥1,400	¥1,600	¥1,800	¥2,050	¥900
Kinki	¥1,500	¥1,700	¥1,900	¥2,100	¥1,000
Chugoku	¥1,600	¥1,800	¥2,000	¥2,250	¥1,100
Shikoku	¥1,700	¥1,900	¥2,150	¥2,350	¥1,100
Kyushu	¥1,800	¥2,000	¥2,250	¥2,500	¥1,200
Okinawa	¥2,450	¥3,050	¥4,100	¥5,150	¥1,400

- ②Empty container storage fee (freight-in, storage and delivery to exhibition): ¥500 (tax included) per box. The sum of the three sides of the box should be less than 185cm.
- ③Insurance: Exhibitors shipping via the event shipping service in ① above are requested to take out comprehensive event insurance. The insurance fee is ¥15 per ¥10,000 assessed value, with a minimum insurance fee of ¥1,000.
- (4) Rental folklift and driver:

	Fees (tax included)
Driver	¥3,780 / hour
2.5t Folklift	¥16,200 / 30-min
6.0t Folklift	Please inquire of Plus Cargo Service

# **Rental Fixtures**









# 1. Package Booth Service & Rental Fixtures

The Management Office will make the following package displays and booth fittings available for exhibitors. To rent this equipment, fill in the **Application for Package Booth Service / Rental Fixtures <Form45>\*** and submit it by **Friday, September 5** to Kogeisha Co., Ltd.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

# ■Flow of application (1) Package Booth Plan (Standard Package) (2) Package Booth Plan (Basic Package) (3) Color Package (System Panel) (5) Booth Construction by exhibitors (4) Color Package (Wooden Panel) Submit the application to Order placement for rental Kogeisha Co., Ltd. fixture depending on your need Order placement for rental fixture Submit Display depending on your need Contractor Registration Submit Power Supply and Designated booth contractor will provide the estimate for your order placement Electrical Power Work On-site Diagram

\*Exhibitors applying for the package booth plan are not required to submit the Application for Electrical Power Supply, the Electrical Power Work On-site Diagram or the Display Contractor Registration.

Submit the additional application required

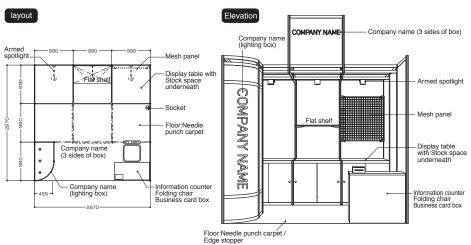
Package plans can be tailored and other arrangements are available. Feel free to ask us.

Kogeisha Co., Ltd.

Person in charge: Yamada, Yagasaki, Kodai 6-17-5, Hongo, Bunkyo-ku, Tokyo 113-0033 Tel: +81-3-5684-7343 Fax: +81-3-5684-7337

E-mail: ceatec@kogeisha.co.jp

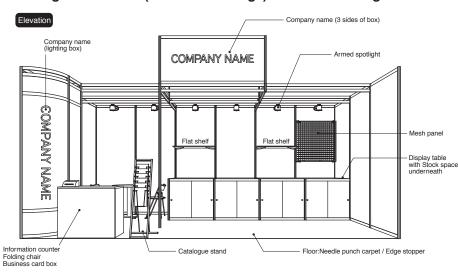
# 1) Package Booth Plan (Standard Package) 1-Booth Package



Item	Quantity
Floor carpet*	1
Edge stopper	3m
Display table	3
Display table	1
Mesh panel	1
Company name	3 sides
Company name (Flour.light included)	1
Information counter	1
Folding chair	1
Business card box	1
Armed spotlight	3
Socket	1

Total amount (tax included) ¥245,160

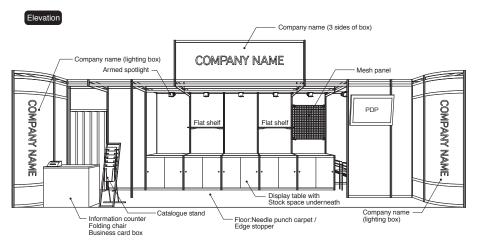
# Package Booth Plan (Standard Package) 2-Booth Package



Floor carpet*	2
Edge stopper	6m
Display table	4
Flat shelf	2
Mesh panel	1
Company name	3 sides
Company name (Flour.light included)	1
Information counter	1
Folding chair	3
Round table	1
Catalogue stand	1
Business card box	1
Armed spotlight	6
Socket	2

Total amount (tax included) ¥352,080

## Package Booth Plan (Standard Package) 3-Booth Package



*The packa	age booth p	lans above	do not ir	iclude (	costs	related t	to electr	ical fac	ility co	onstruction	1
and electr	ical consun	nption.									
		•									

<sup>\*</sup>For color wall panels, ¥64800, ¥86400, ¥108000 will be charged for 1-booth, 2-booth, 3-booth plans, respectively. \*If a booth is located at a corner, no wall panel will be set up facing the visitor passage and only

\*Cutting sheet lettering for corporate logos will be charged separately.

Item	Quantity
Floor carpet*	3
Edge stopper	9m
Display table	5
Flat shelf	2
Wall panel (W990)	3
Wall panel (W495)	1
Accodion door	1
Mesh panel	1
Company name	3 sides
Company name (Flour.light included)	2
POD (42 inch)	1
Meeting set	1
Information counter	1
Folding chair	1
Catalogue stand	1
Business card box	1
Armed spotlight	7
Socket	2
	2

Total amount (tax included) ¥624,240

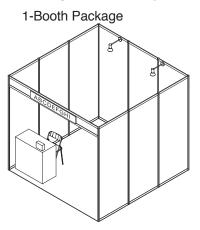
<sup>\*</sup>Specify a desired color referring to the color sample attached to Form 45.

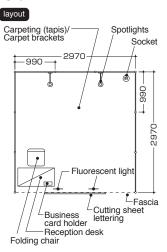
<sup>\*</sup>Specify a desired color referring to the color sample attached to Form 45.

a fascia will be set up. Contact the Management Office to set up wall panels. No additional cost is required.

<sup>\*</sup>Specify a desired color referring to the color sample attached to Form 45.

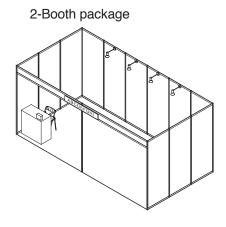
# 2 Package Booth Plan (Basic Package)

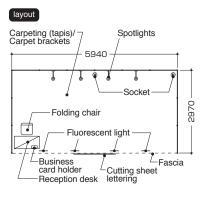




Item	Quantity
Carpeting (tapis)	1
Carpet brackets	3m
Fascia	3m
Reception desk	1
Folding chair	1
Cutting sheet lettering	1
Business card holder	1
Spotlights	2
Fluorescent light	2
Socket	1

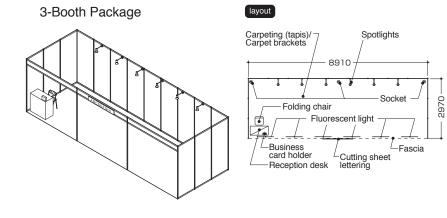
Total amount (tax included) ¥102,600





Item	Quantity
Carpeting (tapis)	2
Carpet brackets	6m
Fascia	6m
Reception desk	1
Folding chair	1
Cutting sheet lettering	1
Business card holder	1
Spotlights	4
Fluorescent light	4
Socket	2

Total amount (tax included) ¥147,960



Item	Quantity
Carpeting (tapis)	3
Carpet brackets	9m
Fascia	9m
Reception desk	1
Folding chair	1
Cutting sheet lettering	1
Business card holder	1
Spotlights	6
Fluorescent light	6
Socket	3

Total amount (tax included) ¥204,120

<sup>\*</sup>The above package booth plan does not include costs related to electrical facility construction or electricity consumption.

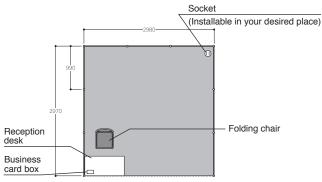
<sup>\*</sup>If a booth is located at the corner, no wall panel will be set up facing the visitor passage and only a fascia will be set up. Contact the Management Office to set up wall panels. (No additional cost is required)

<sup>\*</sup>The cutting sheet lettering for the corporate logo will be charged separately.

# **3 Color Package (System Panel)**

# 1-Booth Package



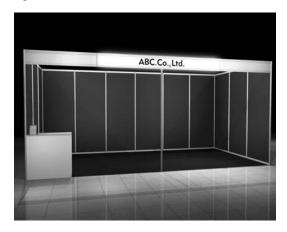


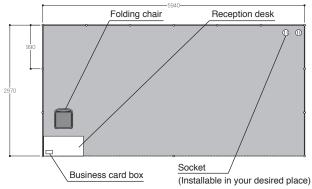
Item	Quantity
Illuminating fascia (company name color: black)	1
Floor carpet*	1booth
Wall color sheet*	1booth
Socket	1
Reception desk	1
Folding chair	1
Business card box	1
Electrical work for primary trunk-line and electrical consumption (up to 1 kw)	1set

Total amount (tax included) ¥162,000

\*Please indicate your desired color referring to the color samples attached to Form 45.

# 2-Booth Package





Item	Quantity
Illuminating fascia (company name color: black)	1
Floor carpet*	2booths
Wall color sheet*	2booths
Socket	2
Reception desk	1
Folding chair	1
Business card box	1
Electrical work for primary trunk-line and electrical consumption (up to 1 kw)	1set

Total amount (tax included) ¥324,000

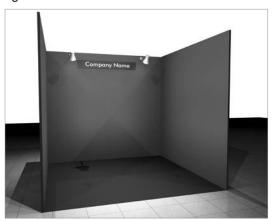
\*Please indicate your desired color referring to the color samples attached to Form 45.

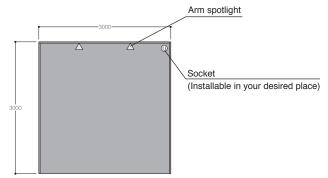
<sup>•</sup> If a booth is located at a corner, no wall panel will be set up facing the visitor passage and only a fascia will be set up. To set up wall panels, contact the Management Office. No additional cost is required.

<sup>•</sup> Cutting sheet lettering for corporate logos will be charged separately.

# 4 Color Package (Wood Panel)

# 1-Booth Package



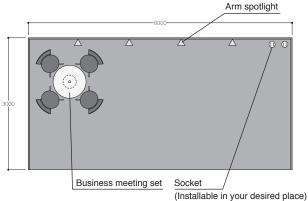


Item	Quantity
Company name plate (outline characters on a black background)	1
Floor carpet*	1booth
Wall color sheet*	1booth
Socket	1
Arm spotlight	2
Electrical work for primary trunk-line and electrical consumption (up to 1 kw)	1set

Total amount (tax included) ¥216,000

### 2-Booth Package





Total amount (tax included) ¥302,400

<sup>\*</sup>Please indicate your desired color referring to the color samples attached to Form 45.

Item Quantity Company name plate (outline characters on a black background) Floor carpet\* 2booths 2booths Wall color sheet\* Socket 2 Reception desk 1 Meeting set 1 Arm spotlight Electrical work for primary trunk-line and electrical consumption (up to 1 kw) 1set

<sup>\*</sup>Please indicate your desired color referring to the color samples attached to Form 45.

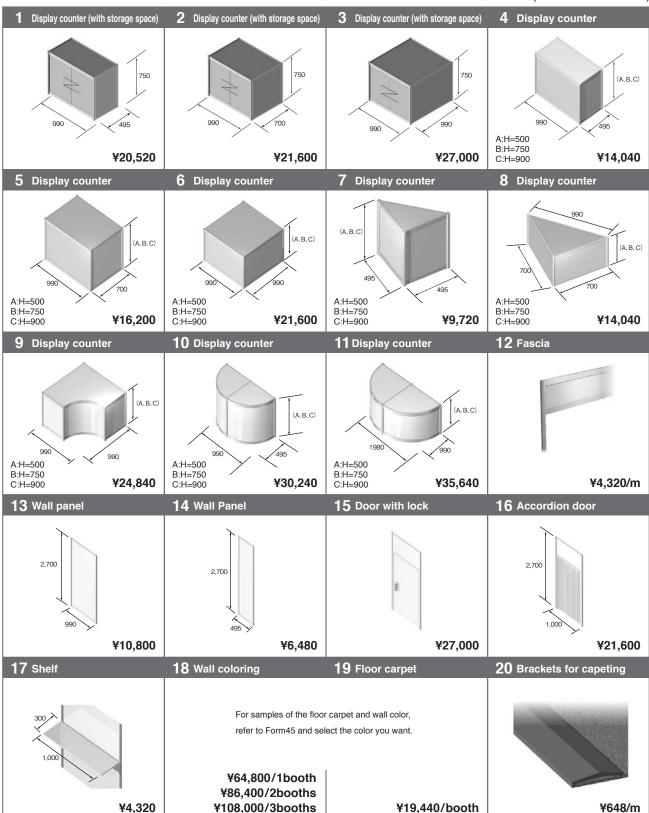
<sup>•</sup> If a booth is located at a corner, no wall panel will be set up facing the visitor passage and only a fascia will be set up. To set up wall panels, contact the Management Office. No additional cost is required.

<sup>•</sup> Cutting sheet lettering for corporate logos will be charged separately.

## **■**Standard Booth Options

Standard package booths are assembled based on each exhibitor's selection of components from the following Standard List of Optional Fixtures/Furniture.

(\*Prices include tax)



<sup>\*</sup>When providing equipment which has various types, indicate the type (A to D) such as height and color in the Applications. (ex. 4-A)

(\*Prices include tax)



<sup>\*</sup>When providing equipment which has various types, indicate the type (A to D) such as height and color in the Applications. (ex. 4-A)

(\*Prices include tax)



<sup>\*</sup>The actual lighting fixtures may differ slightly from the pictures shown.

When providing equipment which has various types, indicate the type (A to D) such as height and color in the Applications. (ex. 4-A)

(\*Prices include tax)



\*When providing equipment of various types, provide information (A to D) such as height and color in the Application. (ex. 4-A) \*If chain hooks are necessary for panel installation, please contact us.

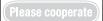
We offer various other rental fixtures; visit the following website for details.

http://www.hiratsuka-lease.co.jp

Please indicate the product number in Form 45.

# **Rental Fixtures**









Form46

# 2. PC and Monitor Rental

Exhibitors who require PC rental, are requested to submit the Application for PC and Monitor Rental < Form46>\* to Kissei Comtec by Friday, September 19. Due to a rush of applications for PC rentals immediately before the show, we may not be able to meet all requests. Please submit your application as early as possible.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

#### ■ Dates:

Delivery: 10:00 a.m. - Noon on October 6 (Mon) Pick-up: 5:00 p.m. - 7:00 p.m. on October 11 (Sat)

\*Please note that the picking-up service is done in order, so you may need to wait.

\*Separate fee estimates will be provided for exhibitors requiring a rental PC(s) delivery at a time other than that specified above.

#### Rental Fees

- \*The following rental prices are special prices effective during the show (incl. delivery and tax). Unpacking, setup and re-packing are not included.
- \*Optional paid services are available, including network cable-laying and setup inside booths, unpacking and setting up fittings, and taking down and repacking fittings. Contact the Kissei Comtec Sales Dept. for more details.
- \*In addition to the below, PCs, peripheral equipment, network equipment and other equipment are available for rent during the show.

#### ① Package Plan (PC rental with popular software installation and Windows Update)

<u> </u>							
No.	Presentation Plan	Price (Tax included)	os	Reference			
P1	Toshiba dynabook B551 (1366x768)	¥12,420	Windows7 Pro	Microsoft Office Standard Edition is installed.			
P2	DELL OptiPlex 980SFF(English) %Display is not included.	¥12,420	Windows7	Presentation tool, "PowerPoint" is available. Please choose from 2007, 2010, 2013*1.			

<sup>\*</sup>Windows XP (SP3), Windows Vista (SP1), Windows 7, or newer operation system is required to install Office 2010.

No.	Presentation Plan	Price (Tax included)	os	Reference
P3	Toshiba dynabook B551 (1366x768)	¥12,420	Windows7 Pro	Norton AntiVirus and the latest version of the Windows update
P4	DELL OptiPlex 980SFF(English) %Display is not included.	¥12,420	Windows7	software are installed for the security countermeasure.

No.	Presentation Plan	Price (Tax included)	os	Reference
P5	Toshiba dynabook B551 (1366x768)	¥16,200	Windows7 Pro	Microsoft Office Standard Edition, Norton AntiVirus and the latest version of the Windows update software
P6	DELL OptiPlex 980SFF(English) %Display is not included.	¥16,200	Windows7	are installed. Please choose from 2007, 2010, 2013.

## 2 Laptop PC

	· ·							
No.	Items	Price (Tax included)	RAM	CPU	VRAM	Drive	OS	
1	DELL Latitude E6520 (1600x900)	¥9,720	4096	Corei7 2.7G	NVIDIA NVS 4200M	DVDSuperMulti	Win7-Pro 32bit	
2	DELL Latitude E6510 (English) (1600x900)	¥8,180	4096	Corei7 2.66G	onboard graphics	DVDSuperMulti	Win7-Pro 32bit	
3	LENOVO ThinkPad T530 2359CTO (1920x1080)	¥12,960	8GB	Quad Core i7 2.7G	NVIDIA NVS 5400M	DVDSuperMulti	Win8-Pro 64bit or Win7-Pro 64bit	
4	LENOVO ThinkPad T510 4314-3VJ (1600x900)	¥9,975	2048	Core i5 2.40G	onboard graphics	DVDSuperMulti	Win7-Pro 32bit	
5	Toshiba dynabook B552 (1366x768)	¥10,260	4096	Core i5 2.6G	onboard graphics	DVDSuperMulti	Win8-Pro 64bit or Win7-Pro	
6	Toshiba dynabook K45 (1366x768)	¥9,180	2048	Core i5 2.66G	onboard graphics	DVDSuperMulti	Win7-Pro 32bit	
7	Toshiba dynabook B551 (1366x768)	¥8,640	2048	Core i5 2.3G	onboard graphics	DVDSuperMulti	Win7-Pro 32bit	
8	Apple MacBook Pro MD103J/A (1440x900)	¥16,200	4096	Quad Core i7 2.3G	GeForce GT 650M	DVDSuperMulti	OS X (10.8)	
9	Apple MacBook Pro MD322J/A (1440x900)	¥15,120	4096	Quad Core i7 2.4G	RADEON HD 6770M	DVDSuperMulti	OS X (10.7)	
10	Expansion Memory 1024MB	¥540						
			- *The theft of lepton PCs has been an the ingresses at the exhibition					

The theft of laptop PCs has bee on the increase at the exhibition. We recommend you use security cables or keep PCs in a cabinet which can be locked every day after the exhibition.

## 3 Desktop PC

Security cable

Expansion Memory 2048MB

No.	Items	Price (Tax included)	RAM	CPU	VRAM	Drive	OS
13	HP EliteDesk 800G1 SF/CT	¥10,800	16GB	Corei7 3.4G	onboard graphics	DVDSuperMulti	Win8.1-Pro 64bit Win7-Pro
14	DELL Optiplex 980SFF	¥9,720	4096	Corei7-860 2.8G	Radeon HD 3450 256MB	DVDSuperMulti	Win7-Pro 32bit
15	DELL OptiPlex 980SFF(English)	¥9,720	4096	Corei7-860 2.8G	Radeon HD 3450 256MB	DVDSuperMulti	Win7-Pro 32bit
16	Expansion Memory 1024MB	¥540					
17	Expansion Memory 2048MB	¥756					

¥756

¥432

### 4 Useware

No.	Items	Price (Tax included)	Reference
19	19 Windows Update		Important update only
20	20 Network wiring work, setting up ect.		Network construction work in your booth
21	21 Unpacking/setup and dismantling/repacking		Partial service is available
22	Software installation	¥2,160~	Installing shareware and free software

# **5** Software Rental (Microsoft Office, System Security Software)

No.	Items	Price (Tax included)	Reference		
23	23 MS Office2013/2010/2007 Professional Plus *1 ¥2,700		Japanese/English (for Windows only) 、installation fee is Necessary		
24	24 MS Office2013/2010/2007 Standard *1 ¥2,160		Japanese/English (for Windows only) 、installation fee is Necessary		
25	25 Kingsoft Office 2010 ¥54		Japanese (for Windows only) 、installation fee is Necessary		
26	6 Canon IT Solutions Nod32 AntiVirus Free		Japanese/English (for Windows only), installation fee is Necessary		
27	Symantec EndpointProtection	¥540	Japanese/English (for Windows , MacOS) , installation fee is Necessary		
28	Software installation fee per unit ¥2,160		Necessary for installing each software program		
29	Hitachi KE systems CLEAR-DA ¥540		Data deletion software		

<sup>\*1</sup> Windows Vista (SP1), Windows 7, or newer operation system is required to install Office 2010. Windows 7 or newer operation system is required to install Office 2013.

### **6** LCD Monitor

No.	Items	Price (Tax included)	Reference
30	24" TFT multimedia LCD by Mitsubishi, Samsung, Acer, and others	¥15,120	WideUXGA 24"(1920x1200)
31	23.6" TFT by Samsung, iiyama, and others	¥8,100	FHD23.6"(1920x1080)
32	20" TFT by Samsung and others	¥6,696	UXGA 20"(1600x1200)
33	19" TFT by Samsung and others	¥5,616	SXGA 19"(1280x1024)
34	17" TFT by Samsung and others	¥4,968	SXGA 17"(1280x1024)
35	Wall mount bracket (For 17"~24", VESA standard)	¥3,564	Removing fee ¥2,000 is required in case you don't need the stand.

# 7 Touch panel

No	Items	Price (Tax included)	Reference
36	FlexScan T2381W_B 23" multitouch LCD monitor by Eizo	¥11,556	23.0" FHD (1920x1080), Windows 7 and Windows 8 compatible

## ® iPad

No.	Items	Price (Tax included)	Reference
37	Apple iPad Air Wifi 16GB	¥7,020	Wi-Fi model

# 9 Printer

No.	Items	Price (Tax included)	Reference			
38	(Inkjet) CANON PIXUS IP100	¥9,936	A4 ※ink included			
39	(Inkjet) EPSON PM-G4500	¥14,580	A3 ※ink included			
40	(Black&White Laser) CANON Satera LBP3000B	¥13,824	A4 %toners included			
41	(Black&White Laser) CANON Satera LBP8630	¥39,960	A3 (network capable) %toners included			
42	(Color Laser) CANON LBP5400 **	¥35,640	A4 (network capable)			
43	(Color Laser) CANON LBP5910 **	¥129,600	A3 (network capable) %installation & dismontlement work fee included			
	** %No additional fee up to 500 prints. More than 501prints, ¥23 per print is added.					

# 10 Network equipment

No.	Items	Price (Tax included)	Reference
44	(HUB) Melco LSW-GT-8NSR	¥1,836	10/100/1000M 8 port Switching HUB
45	(HUB) Melco LSW-TX-8NS/HW	¥1,728	10/100M 8 port Switching HUB
46	(router) Yamaha NVR500	¥5,508	ADSL/FTTH/CATV broadband router

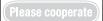
<sup>\*</sup>The prices above are special prices effective during the show (incl. delivery cost and tax). Unpacking, setup and re-packing are not included.

<sup>\*2</sup> Deletion takes more than 2 hours (3 to 9 minutes per GB). We recommend that you bring back your PC and then delete your data.

<sup>\*</sup>Optional paid services are available, including networking, unpacking, setup, dismantling and repacking.

# **Infrastructure Services**









# 1. Internet Connection

Exhibitors who require Internet connection should submit the **Application for Internet Connection <Form47>\*** to Kissei Comtec by **Friday**, **September 12**.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

## ■Internet connection (100 Mbps): ¥86,400

Private IP address is automatically given by DHCP.

- •The IP addresses of these lines are private in address.
- •A whole amount of fee is including wiring work fee to your specified drop spot,isp fee, and service fee between period of ths show.
- •The provided interface is RJ-45 cabling using 100Mbps Ethernet cable.
- •Hubs will be provided with up to eight ports. If eight or more PCs must be connected, exhibitors are required to bring their own LAN hub.
- •Exhibitors must prepare equipment such as LAN cables and LAN adapters to connect broadband routers to PCs.
- •If a static IP is required, exhibitors must apply for additional options.
- •The Management Office makes no guarantees regarding unrelated line or provider problems.

## ■Option (Please apply for the package with 100-Mbps Internet connection service if you use this option.)

1 Static IP address: ¥10,800 5 Static IP addresses: ¥32,400 13 Static IP addresses: ¥86,400

- •Please apply for this package if you need to secure access to the PCs at the venue from the outside or if you need a static IP address for a network camera, etc...
- •DNS setting services for IP addresses delivered to exhibitors are not included.
- •Please apply for the package with 100-Mbps Internet connection service.
- •Notice on IP address will be sent one week before the exhibition starts.
- •Only the number of static IP addresses for which you applied can be set to PC.
- •For private IP addresses, exhibitors are required to prepare and set up their own routers.

# ■LAN connection between booths: (up to 50 m) /¥21,600

- •This is a service for connecting LAN cables between booths.
- •If you wish to use the LAN between booths, you will not be able to use the Internet. If intending to use the Internet in addition to wireless LAN, please make an application for a separate Internet connection service.
- •Cables with RJ-45 will be provided for each booth (hub not included). Other equipment must be prepared by the exhibitor.
- •If the connection line is to be longer than 50 m, an application for two lines is required.
- The maximum length is 100 m in accordance with the Ethernet standard. If the line exceeds 100m, please consult with the Management Office.

#### **Others**

- •Exhibitors requesting routing are treated individually. Please understand that it might not be possible to meet all exhibitors' requirements.
- •As a security measure, the Management Office will control communications between exhibitors by using a LAN.
- •Services such as PC settings are optional.
- •Exhibitors should take necessary security countermeasures, such as updating their Windows systems and installing antivirus software.
- •If network failure or any other problem is caused by a virus from equipment without security measures, the Management Office will ask the exhibitor in question to bear any and all restoration expenses.
- •In order to protect against computer viruses, the Management Office will maintain constant network monitoring. If the possibility of virus infection is discovered on an in-booth PC(s), the Management Office will cut off the affected booth's network connection and take necessary countermeasures after consulting with the exhibitor(s).

### Other exclusive lines

Exhibitors requiring FLET'S HIKARI NEXT are requested to contact Kissei Comtec Co., Ltd. by **Friday, August 29**.

Depending on line specifications and whether the application is made after the deadline, it may not be possible to meet all exhibitor requirements.

Kissei Comtec Co., Ltd.

Person in charge: Mr.Amino

Otsuka S&S Bldg. 3-32-1, Minami-Otsuka, Toshima-ku,

Tokyo 170-0005

Tel: +81-3-5843-0301 Fax: +81-3-5979-6335

E-mail: ceatec2014@network.kcrent.jp

## **■**Usage Period

1:00 p.m. on Sunday, Oct. 5 to 5:00 p.m. on Saturday, Oct. 11

However, connection may be delayed depending on work in surrounding booths.

# **Infrastructure Services**









# 2. Temporary Telephone Line Service

Exhibitors who require temporary telephone or fax lines are required to submit the **Application for Telephone Line <Form48>\*** to Kogeisha Co., Ltd. by **Friday, September 5**.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

# **■**Usage Period

9:00 a.m. on Monday, Oct. 6 to 5:00 p.m. on Saturday, Oct. 11

# Fees (including both basic and telephone call charge) per Line

Line type	Fee
Analog	¥32,400 (tax included)

<sup>\*</sup> Prepaid call charge of ¥5,000 is included. You will be invoiced separately if you exceed this amount.

# **■**Telephone

Exhibitors applying for analog lines will receive an NTT telephone for in-booth usage free of charge. If a telephone is not required, the modular terminal can be used as an outlet.

### **■**International Calls

Exhibitors using analog lines may make international calls through their preferred international carrier. Note that international calls may be expensive.

# **Infrastructure Services**









# 3. Antenna Installation

Exhibitors requiring a radio/television antenna for demonstration purposes should submit the **Application for Antenna Installation <Form49>\*** to Astec K.K. by **Friday**, **September 12**. Terminal output is planned to be greater than 70 dB.

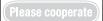
\*Download the application from the official website (www.ceatec.com) or use the online application system.

# ■Antenna Types

- ①Terrestrial Digital Television Antenna ¥129,600 (tax included)
- ②BS / CS 110° Antenna ¥129,600 (tax included)
- ③CS Digital Antenna (SKY PerfecTV) ¥162,000 (tax included)
- (4) FM Antenna ¥91,800 (tax included)
- ⑤AM Antenna ¥91,800 (tax included)

# Infrastructure Services









# 4. Booth Air Conditioning

Exhibitors who require air conditioning in their booth should submit the **Application for Booth Air Conditioning <Form50>\***, specifying the location of preference, to Kogeisha Co., Ltd. by **Friday**, **September 5**.

It is the exhibitor's responsibility to indicate the necessary volume of electrical power supply on the Application for Electrical Power Supply and Electrical Power Work On-site Diagram in order to secure the necessary electrical power supply for air conditioners. The power supply capacity can be calculated on the basis of 1 KVA of triple-phase 200-V electricity per horsepower.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

#### **Service Contents**

There are two choices of air conditioning package lease; 10-horsepower cooling water systems and 5-horsepower cooling water systems. Details are as follows:

- Installation locationUnits will be installed in the requested location in your booth
- 2) Ventilation
  - Ventilation will be fixed through the front of the package. Exhibitors requiring an air duct(s) will be charged additional fees.
- ③Capacity

  The capacity of air conditioning is approximately 80m² per unit at 10-hp and approximately 33m² per unit at 5-hp.
- Water-cooling air-conditioning construction work
  Price: ¥324,000 (tax included) per package (¥162,000 per additional unit)
- ⑤ Air conditioner package lease:
  - 10-hp package ¥205,200 (tax included)
  - 5-hp package ¥162,000 (tax included)

#### Prohibition of air-cooling air-conditioning

The use of air-cooling air-conditioning is prohibited to prevent excessive heat discharge, which would raise the overall temperature in the halls. Exhibitors are required to use water-cooled air-conditioning systems. However, if the nature of an exhibit or presentation requires air-cooled air conditioning, the Management Office might permit the use of wall-installed air conditioning units of less than 1 hp.

# **Infrastructure Services**









Form51

# 5. Water Supply, Drainage, Compressed Air and Gas

Exhibitors who require water, air and/or gas supply are required to submit the Application for Water Supply, Drainage, Compressed Air and Gas <Form51>\*, specifying the installation location, to Three-S Setsubi Kogyo by Friday, September 5.

Primary line construction is performed to supply water, water drainage and compressed air to booths. Construction inside booths is Secondary Construction and is performed for a fee to be paid by the exhibitor.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

# ■Water Supply and Drainage

·Supply pipe diameters:  $13mm\phi$ ,  $20mm\phi$ 

·Drainage pipe diameters:  $40 \text{mm} \phi$ ,  $50 \text{mm} \phi$ 

·Water pressure: 0.18 Mpa-0.2 Mpa

\*Contact the Management Office if other specifications are required.

⟨Prices (incl. tax)⟩

·Construction on 1 location: ¥64,800 \*Pipe-laying inside booths is extra

·Maintenance during the show: ¥5,400

·Water consumption fee: ¥972 / m<sup>3</sup>

# **■**Compressed Air

•Piping apertures: 1/2", 3/8", 1/4"

•Pressure: 0.7 Mpa

\*Contact the Management Office if other specifications are required.

⟨Prices (incl. tax)⟩

·Construction on 1 location: \*Pipe-laying inside booths is extra ¥75,600

·Maintenance during the show: ¥5,400

# **Booth Management Services**







Form52

# 1. Meeting Room (Rental)

Meeting rooms will be set up for exhibitors to hold meetings at the exhibition.

Exhibitors who wish to use the meeting rooms are requested to submit the Application for Meeting Room <Form52>\* to the Japan Electronics Show Association (JESA) by Friday, October 3. Reservation times will be limited to two time-blocks per company, and will be allocated on a first-come-first-served basis. Applications will be accepted from 10:00 on Monday, July 7. If necessary, please ask JESA about the availability of rooms.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

# **■**Outline

①Available

Monday, October 6 – Saturday, October 11 9:00 a.m. – 4:45 p.m.

**2**Location

Exhibitors will be informed later.

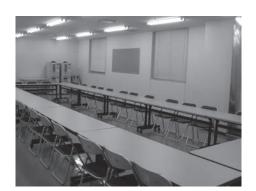
3 Room Charge

¥10,800 per 45 minutes (including tax)

\*Additional equipment and drinks will be charged.

**4**Layout

Rectangular, capacity: 30 seats



### ■Hours

		Time						
	Α	В	С	D	Е	F	G	Н
	9:00   9:45	10:00 10:45	11:00 1 11:45	12:00 1 12:45	13:00 13:45	14:00 14:45	15:00 15:45	16:00 16:45
October 6 (Mon)	1-A	1-B	1-C	1-D	1-E	1-F	1-G	1-H
October 7 (Tue)	2-A	2-B	2-C	2-D	2-E	2-F	2-G	2-H
October 8 (Wed)	3-A	3-B	3-C	3-D	3-E	3-F	3-G	3-H
October 9 (Thu)	4-A	4-B	4-C	4-D	4-E	4-F	4-G	4-H
October 10 (Fri)	5-A	5-B	5-C	5-D	5-E	5-F	5-G	5-H
October 11 (Sat)	6-A	6-B	6-C	6-D	6-E	6-F	6-G	6-H

# **Booth Management Services**









# 2. Hotel Reservations

Rooms in the following hotels are available at a special discount rate from Saturday, October 4 to Sunday, October 12.

Hotel	Room type	Special price (including	service charge and tax)	Location/Transportation
Hotel	1 tooth type	Per Person	With breakfast	Location/ Transportation
APA Hotel & Resort (Tokyo-bay-makuhari)	Single	¥12,180	¥13,800	9 min. on foot from Kaihin Makuhari Station (JR Keiyo line) 2 min. on foot to Makuhari Messe
2-3, Hibino, Mihama-ku, Chiba-shi TEL:043-296-1111 FAX:043-296-0977	Twin	¥11,000	¥11,700	Hotel parking: ¥1,000/overnight (until 5:00 p.m. of the second day)
Hotel Springs Makuhari	Single		¥13,800	2 min. on foot from Kaihin Makuhari Station (JR Keiyo line) 8 min. on foot to Makuhari Messe
1-11, Hibino, Mihama-ku, Chiba-shi TEL:043-296-3111 FAX:043-296-3795	Twin		¥10,000	Hotel parking: ¥700 for entire stay
Hotel Green Tower	Single	¥11,000	¥12,500	1 min. on foot from Kaihin Makuhari Station (JR Keiyo line) 4 min. on foot to Makuhari Messe
2-10-3, Hibino, Mihama-ku, Chiba-shi TEL:043-296-1122 FAX:043-296-1125	Twin	¥10,000	¥11,500	Hotel parking: ¥1,000/overnight
The Manhattan 2-10-1, Hibino, Mihama-ku, Chiba-shi	Standard  Luxury	Weekday <b>¥</b> 16,500	Weekday <b>¥17</b> ,580	5 min. on foot from Kaihin Makuhari Station (JR Keiyo line) 5 min. on foot to Makuhari Messe Hotel parking: free of charge for lodger
		Day before ¥19,640	Day before ¥20,720	
TEL:043-275-1111 FAX:043-275-1197		Weekday <b>¥</b> 19,600	Weekday <b>¥20</b> ,700	
		Day before ¥22,900	Day before ¥23,900	
Hotel New Otani Makuhari	Single	¥19,400	¥19,900	5 min. on foot from Kaihin Makuhari Station (JR Keiyo line) 2 min. on foot to Makuhari Messe
2-2, Hibino, Mihama-ku, Chiba-shi TEL:043-297-7777 FAX:043-297-7788	Twin	¥12,400	¥13,500	Hotel parking: free of charge for lodger
Hotel New Tsukamoto	Single		¥7,500	2 min. on foot from Chiba Minato Station (JR Keiyo line)
7-1, Chibako, Chuo-ku, Chiba-shi TEL:043-243-1111 FAX:043-242-1250	Twin		¥6,900	9 min. via JR line and 8 min. on foot to Makuhari Messe Hotel parking: free of charge for lodger (for first 30)
Famy Inn Makuhari	Single	¥8,100	¥8,800	5 min. from Makuhari-hongo (JR Sobu/Keisi line) Shuttle bus to Makuhari Messe
1-33-3, Makuhari Hongo, Hanamigawa-ku, Chiba-shi TEL:043-271-5555 FAX:043-271-5772	Twin	¥5,800	¥6,500	Hotel parking: free of charge for lodger (for first 40)

The number of rooms at the special price is limited. Early reservation is recommended.

#### ■Room charge covers:

One person overnight (including service fee and tax)

\*The twin room charge is per person, for two persons staying in one room.

#### Reservation

- 1. Rooms can be reserved at the dedicated website (http://biz.knt.co.jp/tour/ceatec2014).
- 2. This special offer is valid until August 29.
- 3. The room charge must be paid by bank transfer or credit card by the date specified.

### ■Cancellation and changes

- 1. Reservations can be cancelled at any time by paying the specified cancellation fee.
- 2.If you change or cancel a reservation (guest's name, room type, etc.), please inform us via e-mail immediately (not by telephone).

#### Contact:

Person in charge: Inagaki, Nemoto, Nakajima

Global Business Management Branch, ECC Sales Headquarters, Kinki Nippon Tourist Co., Ltd.

TEL: +81-3-6891-9354 FAX: +81-3-6891-9412

E-mail: ceatec2014-qb@or.knt.co.jp

Business hours: 9:30 a.m. to 6:00 p.m. (every day except Saturday, Sunday, national holidays)

\*If your email about cancellation or change does not reach us within our business hours, it will be treated as the next business day.

<sup>\*</sup>Parking fees are subject to change without notice. Parking space cannot be reserved. \*All rooms are equipped with a bathroom.

# **Booth Management Services**









# 3. Food / Beverage Tickets

Makuhari Subcenter Food/Beverage Tickets will be sold. Exhibitors who require Food/Beverage Tickets, are required to submit the **Application for Food/Beverage Tickets <Form53>\*** to Makuhari Messe by **Friday**, **August 29** or purchase them on site.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

# ■ About the Food and Beverage Tickets

- ①These tickets are valid until Wednesday, December 31, 2014.
- ②Tickets are issued in ¥1,000 unit (three ¥250 tickets, two ¥100 tickets and one ¥50 ticket each).
- They are redeemable at restaurants and cafeterias on the exhibition site, as well as at restaurants in Palplaza Makuhari, Makuhari Techno Garden, Mitsui Outlet Park Makuhari, World Business Garden (WBG), Plena Makuhari, Messe Amuse Mall, APA HOTEL & RESORT TOKYO BAY MAKUHARI, Hotel New Otani Makuhari, Hotel Green Tower, Hotel Francs, The Manhattan and Hotel Springs, Su:k Kaihin Makuhari, aune Makuhari, ROOM DECO KANETAYA.
  - For more details, please see the web site: http://www.m-messe.co.jp/docs/newcityguide/meal\_ticket\_shoplist.pdf
- No change will be returned on food and beverage tickets, and the user must pay any amount over the ticket value in cash.

#### ■How to Order

- ①Purchasing in advance of the show (Tickets will be mailed following bank transfer confirmation).

  To purchase food and beverage tickets in advance, exhibitors should submit the application. Tickets, a temporary receipt and a refund application form will be mailed following bank transfer confirmation. Applications will be invalid if transfers are not confirmed by **Friday**, **September 19**, after which tickets must be purchased on-site (cash only).
- ②On-site (Cash only)
  - Food and beverage tickets can be purchased (cash only) from Tuesday, October 7 to Saturday, October 11 at the following locations:
  - ·Makuhari Messe Inc. (International Conference Hall, 1F): 9:00 a.m. 5:00 p.m.

# ■Refund Policy

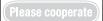
After the show, the full amount paid for on-site food and beverage tickets will be refundable if the exhibitor submits the temporary receipt, a refund application form and the unused tickets to Makuhari Messe Inc. within 2 weeks after the closing the show.

A receipt will be issued, and the total amount will be deposited into a bank account designated by the exhibitor. However, there are no refunds after the receipt issued.

Refunds cannot be made in cash.

# **Booth Management Services**









# 4. Catering Service

To enhance hospitality services to visitors, CEATEC JAPAN is expanding catering services inside booths. Exhibitors can order beverages and light snacks to be brought to their booths at specific times as amenities for business meetings, important customers and visitors.

To use these services, fill in the **Application for Catering Service <Form54>\*** and submit it by **Tuesday**, **September 30**, to Nilax Inc.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

# Menu

Menu	Unit	Unit price (tax included)
Hot coffee (units of 10 cups)	Paper cup	¥200
That conice (units of To cups)	Cup	¥330
Iced coffee (units of 10 glasses)	Paper cup	¥200
loca conce (units of 10 glasses)	Cup	¥330
Tea (units of 10 cups)	Paper cup	¥200
rea (units of 10 cups)	Cup	¥330
Iced tea (units of 10 glasses)	Paper cup	¥200
leed tea (units of 10 glasses)	Cup	¥330
Oolong tea (units of 10 cups)	Paper cup	¥200
Colong tea (units of 10 cups)	Cup	¥330
Orange juice (units of 10 glasses)	Paper cup	¥200
Orange Juice (units or 10 glasses)	Cup	¥330
Evian (bottled water)	330-ml	¥150
Eviair (bottled water)	500-ml	¥200
Wine (bottled)	Red	¥3,200
wille (bottled)	White	¥3,200
Canned beer 350-ml		¥450
Pastry platter (for approx. 10 persor	¥3,000	
Sandwich platter (for approx. 10 pers	¥3,000	
Sandwich box (1 box/person)	¥500	



# **Booth Management Services**









# 5. Bento (Box Lunch) Delivery Service

Lunch box/beverage delivery services to your booth will be available during the exhibition period. Exhibitors who request this service should submit the **Application for Bento (Box Lunch) Delivery Service <Form55>\*** to Wako Sangyo Co., Ltd. by **Friday, October 3**.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

# **■**Delivery items

## 1) Daily lunch special

Choice of ¥770-lunch, ¥930-lunch, and ¥1,130-lunch

\*Special party lunch plan will be available upon request.

	¥ 770	¥ 930	¥ 1,130
Oct.6	Cutlets Bento (pork cutlets)	Chicken Cutlets Bento	Beef Shigure-ni Bento (ginger beef)
Oct.7	Fried Seafood Bento	Beef Shigure-ni Bento (ginger beef)	Takikomi Gohan Bento (rice cooked with assorted ingredients)
Oct.8	Soboro Bento (seasoned ground meat)	Cutlets Bento (pork cutlets)	Kasuduke Bento (broiled lees-pickled fish)
Oct.9	Karaage Bento (deep-fried chicken)	Makunouchi Bento (fish, meat, and vegetables)	Western Bento
Oct.10	Japanese Bento	Chinese Bento	Special Makunouchi Bento
Oct.11	Western Bento	Variety Bento	Joy of Chicken Bento

<sup>\*</sup> All bento boxes come with a 190-ml can of Japanese tea.

# 2 Beverages

Oolong tea (2L plastic bottle): ¥500
 Oolong tea (500ml plastic bottle): ¥160
 Mineral water (500ml plastic bottle): ¥160
 Japanese tea (500ml plastic bottle): ¥160
 Beer (350ml can): ¥400

# **3**Fixtures

Paper cup (small): ¥20Coffee maker set: ¥21,000

# **■**Delivery time

Lunch/beverages will be delivered by 11:45 a.m. to your booth.

## ■How to pay

Catering staff will visit your booth to collect the payment (in cash) in the afternoon on the last day of the show. If you wish to pay by bank transfer, please specify in the application.

<sup>\*</sup>This set includes coffee beans, paper cups, sugar, muddlers, milk and paper filters for 120 cups of coffee.

<sup>\*</sup>Please prepare a socket (950w) inside your booth.

# **Booth Management Services**









# 6. Reception Staff/Non-Technical Interpreter

Exhibitors who require booth attendees/interpreters should submit the **Application for Reception Staff/Non-Technical Interpreter <Form56>\*** to Ken & Staff Co., Ltd. by **Friday, September 19.** 

\*Download the application from the official website (www.ceatec.com) or use the online application system.

#### Rates

①Booth receptionist:

1 day (max. 8 hours)	¥16,912 (tax included)
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# 2 Interpreting

General Interpreting (Japanese–English)

1 day (max. 8 hours)	¥31,168 (tax included)
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Business Meeting Interpreting (Japanese-English)

1 day (max. 8 hours) ¥59,680 (tax included
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<sup>\*</sup>The above prices assume eight (8) hours or less of work. Overtime fees will be charged for work surpassing eight (8) hours at 1.25 times ¥1,650 per hour for Reception Desk Staffing, ¥3,300 per hour for interpreting and ¥6,600 per hour for business meeting interpreting. Meals, transportation and consumption tax are included in these fees.

<sup>\*</sup>Estimates will be provided for interpreting services in languages other than English.

# **Booth Management Services**









# 7. Booth Security Guard

Exhibitors who need booth security guards during the load-in and show periods should submit the Application for Booth Security Guard <Form 57>\* to TEXS Co., Ltd. by Friday, September 19.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

# ■Night watch

Example: From 6:00 p.m. to 9:00 a.m.

1 watch area ¥92,208 (tax included)

<sup>\*</sup>The above amount applies to one watch area. It includes staff cost (including backup staff cost), their transportation and meal expenses, and 8% consumption tax.

<sup>\*</sup>We will check the size and configuration of the booth and the objects and items to watch and then consult with the exhibitor about the necessary number of staff.

<sup>\*</sup>Estimates can be provided for other time periods and day shifts. Please note that the rate and number of necessary staff for night shifts and day shifts are different.

# **Booth Management Services**









Form58

# 8. Booth Photography

Exhibitors who require booth photography, are requested to submit the Application for Booth Photography <Form58>\* to Kurano Photo Office by Friday, September 19.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

## **■**Service contents

- ①Camera to be used Digital camera (approximately 15 mega pixels)
- 2 Rate
  - ¥10,800 (tax included) per shot
  - \* Including one cabinet print.
  - \* Delivery fee will be charged separately.
- 3Shooting date and time According to your preference
- 4 Delivery

Photo data to be delivered on Friday, October 24 (planned)

# **Booth Management Services**









# 9. Booth Cleaning

Exhibitors requiring booth-cleaning services must submit the **Application for Booth Cleaning <Form59>\*** to Chiba-Pref. Bldg. Maintenance Corp. by **Friday, September 19.** 

\*Download the application from the official website (www.ceatec.com) or use the online application system.

- ①Cleaning Charge
  - ¥3,240 (tax included) per booth (9m²) for 5 days.
  - Specify the number of booths to be cleaned when in the application form.
- ②Cleaning Hours
  - Daily from the last day of Load-in to the next-to-last day of the show
- 3 Cleaning method
  - Vacuuming or mopping the booth floor (cleaning of display counters, showcases and products not included)

# **Exhibition Regulations**

### 1. Exhibitor Eligibility / Booth Details

# 1-1. Exhibitor eligibility

Corporations and organizations involved with products or related businesses included in the following list are eligible to participate in CEATEC JAPAN (hereinafter may be referred to as the Exhibition):

- IT & electronics equipment manufacturers
- Electronic components, devices, materials, raw-materials, and apparatus-related manufacturers
- Broadcasting and communications companies
- Software and content production companies
- Automobile and mobility-related companies
- Healthcare providers
- Energy-related companies
- Construction companies and developers
- Trading and distribution companies
- Service companies
- Newspapers, magazines and other publishing, media companies
- Educational and research institutes
- Government organization, administrative corporations, publicinterest corporations, nonprofit public and industry organizations
- Members of the three sponsors (CIAJ, JEITA, and CSAJ) are also eligible to participate.
- Other companies approved by the Organizing Committee (refer to section 9-3 Organizing Committee)
- (1) Advertising companies and other related agencies are not allowed to represent any company that exhibits products even if said products are included in the aforementioned list of eligible businesses or products.
- (2) The CEATEC JAPAN Organizing Committee (see section 9-3: Organizing Committee) reserves the right to refuse applications from companies that have violated regulations at a previous show or whose activities may be considered detrimental to visitors and/or other exhibitors regardless of in prior to or after holding an exhibitor contract. In such case, paid booth fees will be refunded (see section 5-3: Exhibit application and contract agreement)

#### 1-2. Exhibit stage

- CEATEC JAPAN is composed of the following stages. Refer to the list of products to be exhibited on the back of separate Exhibition Application/Contract Form to select the appropriate stage.
- If the planned exhibit product(s) overlap in multiple stages, you can exhibit in an area that is most appropriate for the product, or exhibit in multiple stages. Application/contract is required for each stage if exhibiting in multiple stages.
- A stage may be divided into zones at CEATEC JAPAN at a later date, based on the planned exhibit products listed in the Exhibition Application/Contract Form. Details on zoning will be announced after the Organizing Committee makes a decision.
  - ●Lifestyle & Society Stage
  - ■Key Technologies Stage

## 2. Booth Fees, standards, specications and description

Note: Consumption tax rate at the time of the exhibition, which is October 2014, will be applied

#### 2-1. Standard Booth

#### (1) Standard Booth Fee

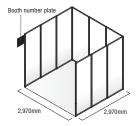
The exhibition fees per booth space are as follow:

General corporate exhibitors (standard rate)	¥360,000 (not including consumption tax)
CIAJ, JEITA, and CSAJ members (member rate)	<b>¥330,000</b> (not including consumption tax)

#### (2) Standard Booth/specifications for 1- to 4-row booths (1 to 18 booth spaces)

- 1 Booth space specifications 2,970 mm(W) x 2,970 mm(D)
- 2 Booth facilities

For row booth exhibitors, system panels will be installed as back panels on the sides neighboring booths of other exhibitors. However, aisle-side system panels for corner booths and system



panels for independent booths will not be installed

#### (3) Standard Booth/Block booths (20 booths or more)

The standard for block booths is: 1 booth space =  $9m^2$ . The floor will be marked in an area equal to (W:D) 2:1 or 1:1 based on the total floor space reserved ( $9m^2 \times no$ . of booth spaces). The actual dimensions will be provided to exhibitors at booth allocation lot drawing. Please be sure to take into account when constructing the booth space to make it clear to visitors where the aisles and boundaries are, by installing carpets and the like. The booth specifications for individual booth (20 or more booth spaces) of Group exhibitors are 3-row/4-row booths.

### (4) Booth height limitations

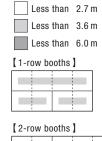
Standard booth height is 2.7m; however, there are height limitations to booth walls as depicted below.

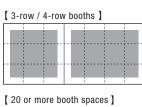
- 1 1-row booths (booths 1, 2, 3, 4, 5, 6)
  The allowable height of booth walls set back 1.0 m from the aisles and/or foundation panels will be 3.6 m.
- 2 2-row booths (booths 4, 6, 8, 10, 12)
  The allowable height of booth walls set back 1.0 m from the aisles and/or foundation panels will be 3.6 m.
- 3 3-row/4-row booths (booths 9, 12, 15, 16, 18)
  In the case of booths with 3 rows or 4 rows, the allowable height of booth walls set back 1.0 m from the aisles and/or foundation panels will be 6.0 m.

Note: For 2-row Group pavilions with 20 or more booth spaces, booth height requirements are the same as those for 3-row or 4-row booths.

4 Block booths (20 or more booth spaces)

The height limit is 6 m. Suspended structures less than 6.0 m high will be permitted.





[ 20 of more booth spaces ]

#### 2-2. Small Package Booth

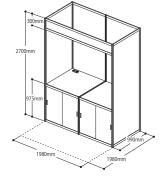
#### (1) Small Package Booth Fee

One booth	¥170,000 (not including consumption tax)
Two booths	¥340,000 (not including consumption tax)

#### (2) Small Package Booth Specifications

- 1 Booth specifications 1,980 mm(W) x 990 mm(D) x 2,700 mm(H)
- 2 Booth facilities
  - ·Foundation panel
  - •Display counter (975mm high with stora ge space)
  - •Fascia (300mm width)
  - Cutting sheet lettering for compan y name display
  - ·Fluorescent light
  - •Electricity socket (singlephase 100V, up to 1kw output) Note: Electricity consumption will be invoiced separately.

package booth exhibitors may apply for up to two booths.



### 2-3. Booth description

At CEATEC JAPAN, booths are available in two types: a Standard Booth and a Small Package Booth. Regardless of type, all fees for booths will be referred to as the exhibit booth fee on the invoice statement

# 3. Number of booths and booth type

Booth category	Booth type	Number of booths applied	
	1-row	1, 2, 3, 4, 5, 6	
	2-row	4, 6, 8, 10, 12	
Standard	3-row	9, 12, 15, 18	
Booth	4-row	16	
	Block format	20, 25, 30, 35, 40, 45, 50, 55, 60, 65,70, 75, 80, 85, 90, 95, 100	
Small Package Booth	1-row	1, 2	
[1-row booths]			
[2-row booths]			
[3-row booths]			
[4-row booths]			

- Exhibitors in rows may have booths of other exhibitors on one or three sides
- (2) Shared exhibit and/or industry organizational exhibits may apply for more than 100 booths.
- (3) After the deadline for applications, the Organizing Committee will determine the layout of the show site. If the total space applied for exceeds the capacity of the site, the Organizing Committee reserves the right to determine an impartial method to reduce the number of booths applied for by exhibitors. The kind understanding of exhibitors on this matter is greatly appreciated.

### 4. Allocation of booths

#### (1) Location of block booths (20 booths or more)

#### 1 Primary selection

Exhibitors submitting applications by Wednesday, 30th April may select a place from exhibitors who have a large number of booth spaces in the same stage/zone\* according to the booth allocation drawing produced by the host. However, lots will be drawn among exhibitors, when there are multiple exhibits with the same number of booth spaces in the same stage or zone, or when the Organizing Committee approves of group drawing among the same number of booth spaces.

#### 2 Secondary selection

Exhibitors submitting application between **Thursday, May 1st** and **Friday May 30th** are eligible for a booth space selection, after exhibitors applied for the Primary Exhibitor Application finish their selection. Space selection starts from exhibitors with larger number of booths in the same stage or zone.

However, lots will be drawn among exhibitors, when there are multiple exhibits with the same number of booth spaces in the same stage or zone.

#### (2) Location of 1 to 4 row booths (1 to 18 booth spaces)

1 Primary lot drawing

Exhibitors submitting applications by **Wednesday, April 30th** may participate in the primary lot drawing. Lots will be drawn among exhibitors with the same number of booths and same booth type in the same stage or zone.

2 Secondary lot drawing

Exhibitors submitting applications between **Saturday**, **May 1st** and **Friday**, **May 30th**, may participate in the secondary lot drawing after the primary lot drawing.

Lots will be drawn among exhibitors with the same number of booths and same booth type in the same stage or zone.

#### (3) Spare booth spaces

If booth spaces remain available at the end of the lot drawing dates, the remaining spaces will be placed on the floor as spare booths. Exhibitors submitting applications after **Saturday, May 31st** can select their booth locations from the available spare booths on a first-come, first-served basis.

#### (4) Fixed booth spaces

The Organizing Committee has determined the following booth spaces to be fixed:

- 1 A booth with the number of booths and booth type is for one exhibitor.2 A booth for overseas cooperative exhibitors
- (5) Utility booths will be setup in spare open spaces after the booth lot drawing is completed. However, exhibitors should be aware that further changes in booth allocation may occur due to exhibitor cancellations, reduction in booth spaces, etc.
- (6) The position of entry ways and the use of block booths by exhibitors may be adjusted by the Organizing Committee in consideration of overall visitor flow.
- \* A stage may be divided into zones at CEATEC JAPAN at a later date, based on the planned exhibit products listed in the Exhibition Application/Contract Form. Details on zoning will be announced after the Organizing Committee makes a decision.

### 5. Exhibit Applications and Contract Details

## 5-1. Expenses included in the booth fee

#### (1) Badges

Exhibitor badge	15 badges per booth space	
Worker badge	5 badges per booth space	

#### (2) Invitations

1 to 3 booths	1,000
4 to 8 booths	2,500
9 to 12 booths	4,000
15 to 20 booths	6,000
Each additional 5 booths	Add 1,200

Note: For additional invitations, refer to section 4-2. Expenses other than booth fee.

# (3) Customer Invitation Ticket (Includes DM type show invitations and envelopes)

1 to 3 booths	50
4 to 8 booths	40
9 to 12 booths	20
15 booths or more	10

Note: Details on customer invitation service will be announced in the Exhibition Guide, which will be distributed at a later date.

#### (4) Official Website

Exhibitor Introduction space (Japanese and English): Access ID/password will be issued exclusively for automatic insertion/update by the exhibitor.

#### (5) Barcode system

Barcode reader 1	1
Barcode system usage fee	1set

Note: Separate fee applies for reading data. Details will be announced in the Exhibition Guide, which will be distributed at a later date.

### 5-2. Expenses other than booth fee

Note: Consumption tax rate at the time of the exhibition, which is October 2014, will be applied.

# (1) The following items and booth decorations other than base panels are not included in the booth fee:

Electric power installation, single-phase 100V or 200V	¥7,000/kw (not including consumption tax)
Electric power installation fee, three-phase 200V	¥7,000/kw (not including consumption tax)
Electricity consumption fee	¥3,000/kw (not including consumption tax)
Overtime working hours fee	¥10,000/hour (not including consumption tax)
Extra exhibitor badges (for those exceeding 15 per booth)	¥1,389/badge(not including consumption tax)
Extra worker badges (for those exceeding 5 per booth)	¥463/badge (not including consumption tax)
Extra invitation (In excess of the number of aforementioned free invitations)	¥300/ invitation (not including consumption tax)
Envelope	¥20/envelope (not including consumption tax)

### (2) Utility booth (Separate application required)

One booth ¥200,000 (not including consumption tax)

Utility booths are available for use such as lounge, storage, etc.; however it cannot be used to display products. Owing to space limitations, there may be a maximum availability per exhibitor (or per stage if an exhibitor is exhibiting in multiple stages).

Application for the utility booth is available in the Exhibition

Guide, which will be distributed at a later date.

1 Specifications 2,970 mm (W) x 2,970 mm (D) x 2,700 mm (H)
2 Fixtures per utility booth Two fluorescent lights, one electrical outlet

with 800 w output

3 Locations Utility booths will be located in the exhibition hall

area near the booths, as determined by the Organizing Committee. Because exhibition space is limited, some utility booths may have to be located outside of the exhibition halls.

### (3) Others

Additional fees may arise owing to the regulations relating to booth design, or exhibitors requests. Details will be announced in the Exhibition Guide, which will be distributed at a later date.

### 5-3. Exhibit application and contract agreement

To apply for exhibition space, carefully read the Exhibition Regulations, fill in the information required on the Exhibition Application and Contract Form, and submit the form to Japan Electronics Show Association, which is the CEATEC JAPAN Management Office (hereinafter may be referred to as JESA or the Association). The Association will confirm its receipt of the application by e-mail. The receipt date stated in this confirmation e-mail is regarded as a contract date, and exhibitors are liable for the participation fee. Exhibitors are expected to apply for space in the stage that most closely matches the primary products to be displayed. However, the Organizing Committee reserves the right to advise exhibitors on the most appropriate location for their booths.

In addition, exhibitors are required to submit one application per stage if applying for booth spaces in multiple stage.

## (1) Send applications to

### **CEATEC JAPAN Management Office**

(Japan Electronics Show Association [JESA]) 5F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004 TEL: +81-3-6212-5233 FAX: +81-3-6212-5226

#### (2) Application deadlines

#### 1 Primary application deadline:

Wednesday, April 30th, 2014

Applicants may participate in the primary booth allocation lot drawing

2 Secondary application deadline:

Friday, May 30th, 2014

Applicants may participate in the secondary booth allocation lot drawing.

3 After the second deadline:

#### From Saturday, May 31st, 2014

Applications will be accepted until all available booth spaces are taken after May 31st 2014.

Note: Please understand that the deadline may be earlier than above dates if the number of applications reaches its maximum.

# (3) Submitting a company profile

First-time exhibitors to the show are required to provide a company profile and catalog(s) of product(s) planned to be exhibited upon submission of the exhibit application/contract. And, if there are major changes made to the corporate profile or catalog(s) of product(s) planned to be exhibited after the company has submitted these documents, an updated profile and/or catalog(s) must again be submitted. Applications without these documents will be put on hold until the Association confirms the receipt of these items.

#### (4) Joint exhibitors with two or more

Joint exhibitors should elect one "representative exhibitor" to handle payment of the booth spaces for all participating exhibitors. The Association Office will send a joint exhibit registration form to the representative exhibitor, who should fill it in and submit it to the Association.

#### (5) Refusal of application

Applications from any persons involved in bankruptcy, composition, receivership, civil rehabilitation, or corporate reorganization proceedings, or persons who are suspended from current account transactions from financial institutions will not be accepted. Similarly, applications from any persons deemed by the Association to be involved in similar circumstances will not be accepted. If an exhibitor company is found to fall into one of the categories described above after the contract has been concluded, the contract will be voided and that company will not be permitted to exhibit. In such a case, participation fees paid by exhibitors will be refunded. If deemed necessary by the Association, an investigation or inquiry into the surrounding circumstances will be conducted.

### 5-4. Payment of booth fees

Booth space payments are to be paid via electronic bank transfer according to the schedule below. The Association will issue an invoice and designate the bank account for remittance at this time. Checks and promissory notes are not acceptable as payment. Transfer fees are to be borne by the exhibitor.

Primary applicant	June 27th (Friday)
Secondary applicant	July 31st (Thursday)

#### 5-5. Cancellation or reduction of the number of booths

If an exhibitor cancels or reduces the number of booth spaces applied for, regardless of the reason, some or all of the following cancellation fees will apply. Consumption tax will be added to all fees.

from May 31st (Sat.) to lot drawing date	60% of booth fee
after lot drawing date	100% of booth fee

Cancellations or any other changes must be notified by sending a letter via post, fax, or email and will become valid on the day that the notification is delivered to the Association.

# 6. Important Exhibit Details and Prohibitions

# 6-1. Exhibiting of products from outside of Japan (including fixtures)

The Association will apply for a bonded exhibition area in respect of the entire exhibition hall. If such application is granted, it will allow exhibitors to display foreign products (i.e. goods produced or manufactured outside Japan which have not yet undergone customs clearance) without customs clearance.

# 6-2. Protection of exhibited items for which application for industrial property rights has not been filed

Part of the Patent Law has been revised and the application items of regulations concerning exception to lack of novelty of invention have been reviewed. Due to this revised law, the designated system of exhibitions will be abolished from 1st April, 2012, and disclosure type restrictions will be removed from the old system where

application items were restricted except for certain exhibitions. Exhibitors who plan to file an application for patent, utility model or trademark, should directly contact the General Affaires Division of the Patent Office.

#### 6-3. Prohibited activities

The following activities are considered as prohibited:

#### (1) Exhibit space transfer

Subletting, selling, transferring, or exchanging exhibition space, either in whole or in part, to any third party, including other exhibitors.

#### (2) Directing visitors to other venues

Directing CEATEC JAPAN visitors to simultaneous product or technology exhibits off-site is prohibited.

#### (3) Engaging in sales activities

Selling products other than publications and software on-site during the show is prohibited. Exhibitors who wish to sell publications or software are required to submit details and seek approval from the Association when applying for the exhibition.

#### (4) Inappropriate behavior

Aggressively attempting to attract visitors to view demonstrations while standing outside of booths or in aisles is prohibited. Persistent sales approaches and/or techniques considered to be excessive are also prohibited.

(5) Exhibiting for the purpose of obtaining personal information It is prohibited to use booths for the primary purpose of collecting personal information on visitors, rather than to display or to conduct PR of products and services. Furthermore, all exhibitors are requested to abide by the stipulations in Japan's personal information protection legislation. Details on the collection and handling of personal information will be available in the Exhibition Manual

## 6-4. Responsibilities of exhibitors

#### (1) Prompt fee payment

Exhibitors must pay all exhibition fees and expenses invoiced by The Association and bear responsibility until all payments are complete.

#### (2) Obeying the law

Exhibitors must abide strictly by the laws and regulations of Japan.

#### (3) Liability for damage, management of exhibited items, and insurance.

- 1 The sponsors (CEATEC JAPAN Executive Board comprised of CIAJ, JEITA, and CSAJ), the Organizing Committee and the Association will make every effort to ensure the security of exhibits during the show period, for example, by implementing security guard patrols. However, CEATEC JAPAN sponsors, the Organizing Committee, and/or the Association cannot assume responsibility for damages from natural disaster, fire, theft, loss of property or other occurrences beyond its control and recommends that exhibitors take steps of their own.
- 2 Exhibitors shall be liable for any fatalities or injuries occurring to visitors, other exhibitors or third parties as well as damage to items at the exhibition site. CEATEC JAPAN sponsors, the Organizing Committee, and/or the Association shall bear no responsibility whatsoever in such circumstances.
- 3 A booth manager, whose responsibility is to supervise all activities that take place in the exhibitor's booth, must be confirmed with the Association prior to the start of the exhibition.

- 4 Exhibitors are recommended to provide for adequate insurance coverage during the exhibition.
- 5 The Association will make every effort to provide effective management, enhanced safety, and maintenance of order at the venue as well as ensure the safety of exhibition visitors. Any act by an exhibitor(s) that is considered detrimental to the aforementioned may lead to the termination of that exhibitor's demonstration.

Exhibitors shall be liable for any accidents that may occur during exhibitor demonstrations, and CEATEC JAPAN sponsors and/or the organizing comittee and/or Association shall bear no responsibility whatsoever in such circumstances. In the event of an accident, the exhibitor is required to take appropriate action and report it immediately to the Association.

#### (4) Complying with the exhibition schedule

Prior, during and after the exhibition, all exhibitors are requested to comply with the exhibition schedule specified by the organizer. Construction activities to the booth, delivery and/or wrap-up activities during the exhibition are prohibited.

# 6-5. Termination or shortening of exhibition duration due to force majeure

- (1) If the exhibition is canceled because of an event of force majeure, such as an earthquake, typhoon, fire, disease, terrorist act or order from the public authorities, the organizers reserve the right to shorten the duration of the exhibition or the hours that the exhibition is open to the public, either before or during the exhibition. If the exhibition sponsors deem such action necessary, this information will be promptly published on the official Website and exhibitors will be notified. Neither the exhibition organizers nor the Association shall assume any liability for losses incurred by exhibitors in such a case.
- (2) If a force majeure which has occurred prior to the opening of CEATEC JAPAN forces the exhibition to be cancelled, the Association will refund participation fees paid by exhibitors in full, minus charges for expenses incurred.
- (3) However, if the duration of the exhibition is shortened by a force majeure after CEATEC JAPAN is commenced, the Association shall not be held liable to refund either full or partial exhibition expenses.
- (4) The Association assumes no responsibility for other expenses already incurred by exhibitors.

# 6-6. News gathering and filming

Staff members appointed by the Association and/or the Organizing Committee will be authorized to gather news and/or conduct interviews as well as engage in filming and/or photography. Exhibitors are requested to cooperate with such news gathering and filming activities and also agree that any exhibited items, or any image, photograph, information, etc., obtained during the exhibition will be used by the Organizing Committee or an organization authorized by the Association for the purpose of publicizing and/or promoting CEATEC JAPAN.

### 6-7. Dealing with disputes between exhibitors

Any disputes between exhibitors concerning exhibits, publicity materials related to exhibits, intellectual property or the use of booths shall be resolved between the parties concerned. The exhibition sponsors shall bear no responsibility whatsoever in such instances.

### 7. Booth Setup

#### 7-1. Booth designing

Product exhibits, demonstrations, etc., must be conducted within the exhibitor's booth. If for some reason the following rules are not complied, the exhibitor will be demanded for improvement from the Organizing Committee and/or the Association; any further noncompliance may result in termination of the exhibitor's booth.

#### (1) Safety Measures

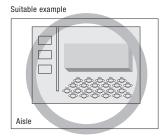
- 1 To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.
- 2 When installing exhibition panels (OCTANORM), take measures to prevent them falling by reinforcing the panels, reinforcing the beams in the corner sections, and installing weights.
- 3 Take measures to prevent independent fixtures falling by securing them to the wall or floor surface.
- 4 When installing video monitors, speakers, channel characters, lighting fixtures, and other fixtures.

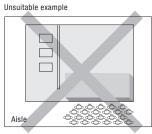
#### (2) Maintaining visitor flow lines of adjacent exhibitors

When designing block booth, be sure to keep 1/3 (one-third) of the side adjacent to the aisle open to allow for an evacuation route.

#### (3) Installing stage and video equipment

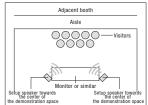
When setting up video equipment or a stage for a production presentation or similar demonstration in a booth, please ensure that there is plenty of room for visitors, so that they do not block the aisles. Furthermore, depending on the height of the stage and the video equipment to be installed, please take sufficient care of the visitors viewing angle and make sure there is an appropriate viewing distance. The organizer will check the booths and if any discrepancies are noted, may ask for modifications to be made.

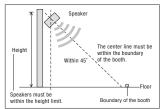




#### (4) Speaker setup position restrictions

The positioning of speakers and other audio equipment towards adjacent booths is not permitted. Also, when setting up speakers on a wall or stand, the center axis should be facing downward, within 45° from the floor to the center of the speaker, and the center axis shall not extend out of the booth space.





#### (5) Prohibition of using space other than within the booth

- 1 Visitors must not be allowed to block aisles around the booth. When setting up a stage or similar demonstration, ensure that the booth can accommodate a large number of visitors, if expected.
- 2 Calling out to visitors from outside of the booth, having visitors fill out questionnaires outside of the booth, or similar activities are prohibited.
- 3 Presentation acts using the aisles around the booth or outside the booth is prohibited. Furthermore, product exhibits, fixtures, catalogs, equipment, plants, packaging materials and visitor waiting lines cannot be placed in aisles around the booth or behind the booth.
- 4 Lighting directed toward aisles, exhibition hall walls or ceiling is prohibited.

#### (6) Booth space boundaries

Regarding a block of booths (20 booths or more), please be sure to take into account when constructing the booth space to make it clear to visitors where the aisles and boundaries are, by installing carpets and the like.

### 7-2. Ceiling installation

Installing a ceiling on the booth is only permitted when products and/or demonstrations need to be shielded from light or insulated from sound. The ceiling must be made of a fireproof blacked-out curtain, which is the only material permitted under local fire department restrictions. Direct sunshine will be blocked out within the exhibit halls but there still may be some reflections cast from the indirect and ceiling lighting.

Exhibitors who wish to set up ceiling structures, without regard to the size or area, are required to submit an application form sent with the Exhibit Manual together with top and elevated view booth drawings. Observe the following guidelines for the design and construction of a ceiling structure.

#### (1) Structure

- 1 Any double layer structure is prohibited.
- 2 All the decorating materials must be fire-resistant processed and attached the fire-resistant indications.
- 3 Exhibitors are required to submit both top (designated ceiling area and its size) and elevated view (designated ceiling area and surrounding wall, etc.) booth drawings. They must show that the ceiling are fire-resistant processed.

#### (2) Fire Safety Equipment

- 1 Fire extinguishes must be size 10 or larger.
- 2 Fire alarms (smoke alarms) may be required. In such case, exhibitors must submit the placement notice and its operation experiment result to the Association. Domestic fire alarms are not be accepted.
- 3 Depending on the structure or size, evacuation exits and leading light for emergency may be necessary.

#### 7-3. Two-floor construction

A two-floor construction is defined as a layered structure with flow lines for the traffic of people on the upper floor with an overall height exceeding 2.1 meters from the surface floor. However, even when the height does not reach 2.1 meters, the structure is considered to be a two-floor construction if the base floor is used as an aisle, product exhibit, waiting room, etc.

Please note that approval from the local fire department is required for the construction of a two-floor structure. Exhibitors who wish to set up a two-floor booth structures are required to submit an application form sent with the Exhibit Manual together with a construction plan. Observe the following guidelines for the design and construction of a two-floor structure.

#### (1) Booth requirements for construction

Exhibitors using more than a block of booths (20 or more booth spaces) are allowed to construct a two-floor structure.

#### (2) 2nd floor floorage

The upper limit of floorage for the 2nd floor shall be a half of the exhibit area (a maximum of 500 square meters including the slope area).

#### (3) Height of the 2nd floor structure

The maximum height of exhibited products and fixtures is 6 meters so this height should also be maintained for items on the 2nd floor.

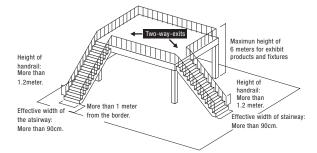
#### (4) Use of the 2nd floor structure

The 2nd floor structure can be used as a product exhibition area, a business meeting room, a waiting room, an operations room, etc. This structure must also be set back at least 1 meter from the border of the aisle and booth. Demonstrations from the 2nd floor to visitors on the 1st floor are prohibited.

#### (5) Design

When designing the 2nd floor structure, calculate the load of the 2nd floor (including an estimate of maximum load capacity) using the diagram shown below. Note that a ceiling cannot be installed for the 2nd floor.

- 1 Design a safe structure that is made of steel (aluminum truss is also acceptable) and can withstand a seismic load caused by a major earthquake in addition to the above described load.
- 2 While the Association may request materials showing your structural calculations; setting the design conditions is the responsibility of exhibitors, so be sure to take safety aspects fully into consideration when doing so.
- 3 Make sure to fill in Structural designer in the Application for Two-Story Booth Structures.
- 4 At least two stairways, each at least 90 cm wide, need to be installed.



## (6) Fire prevention and evacuation installations, etc.

The following fire-prevention measures must be taken for a two-story structure.

1 Automatic smoke alarms and fire extinguishing equipment are mandatory for a two-story structure. Fire extinguishers (type 10 or larger) must be installed on the 2nd floor. Before installing a fire alarm or smoke alarm, notification of its placement and operation test results must be submitted to JESA. Smoke alarms for domestic use are not acceptable.

- 2 There must be at least one fire alarm (smoke alarm) per 150 m2 of ceiling of the 1st floor. If a 60 cm or longer wall is hung down from the ceiling, at least one fire alarm (smoke alarm) must be set in each enclosed area.
- 3 For the 2nd floor with an area of more than 200 m2, fire alarms (smoke alarms) must be connected directly to the control office of Makuhari Messe. Other fire safety equipment may be required to be installed. We recommend contacting the control office at your earliest convenience, as other fire safety equipment may be required for installation.
- 4 Plywood, fiberglass materials, carpets, curtains, tablecloths, coverings, and banners for the exhibit must all have fire-proof labeling; usage without labeling is strictly prohibited.
- 5 For the 2nd floor with an area of 100 m2 or more, a certified fire prevention officer must be stationed on-site.

## 7-4. Ceiling-suspension configuration

A suspension configuration is defined as a method of exhibiting by constructing a booth that suspends fixtures via chains hanging from the ceiling. Exhibitors who would like to set up suspended structures are required to submit an application form sent with the Exhibit Manual together with a statement of total weight, top and elevated view drawing.

#### (1) Booth requirements for usage

Exhibitors using more than a block booth (20 or more booth spaces) are allowed to use the suspension configuration.

## (2) Space restrictions

Space is restricted to within the perpendicular line from the booth's internal surface. But even if the suspension configuration meets this restriction, if its location interferes with the deluge gun in the exhibit hall, the suspended item will have to be repositioned.

#### (3) Suspension base restriction

As a rule, suspension base should be done on gusset plates. If the use of other locations (e.g. beams, etc.), please contact the Association at early stage. Depending on the weight, construction plan may be asked to change.

# (4) Load (weight) limitation

The gusset plate for a single suspension must weigh less than 450 kg. Exhibitors are required to submit the construction plan and a statement of total weight that specify the weight of each gusset plate. Construction plan which all suspension weight divided by the number of suspension base point cannot be accepted.

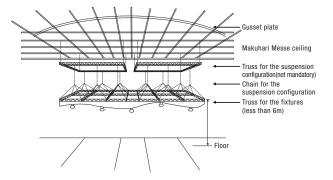
# (5) Height limitation

Fixtures (e.g. metal and/or wooden structures, signage, lighting, speakers, banners, cloth materials) must be less than 6 meters in height. However, trusses for the suspension configuration such as chain motor boxes are not applicable for the height limitation but they should be installed in areas that will not disturb the view of surrounding exhibitors. And for safety reasons, the chain for suspending truss must be installed within a meter above the truss fixture.

### (6) Other limitations

- 1 Design ornamental trusses to have a combined structure that is not separated in pieces.
- 2 Design suspended trusses to prevent impact from hori-

- zontal vibrations caused by an earthquake and secure as much distance as possible between installed trusses.
- 3 Ornamental trusses and decorations built from the ground must be designed so that they are not secured by being tied with material such as wire.
- In regard to the wiring of cables that cross the floor to the ornamental truss, design it so that it can prevent disconnection from horizontal vibrations caused by an earthquake and can be installed flexibly.
- 4 When installing monitors, speaker channel letterings, and/ or lightings on ornamental trusses, take measures such as securing with bolts or wires to prevent from falling.
- 5 Only use unobtrusive colors such as black and gray for components such as trusses.
- 6 Exhibitors that install suspended trusses shall assume full responsibility for accidents that occur during the construction of the suspended structure or are caused by the suspended structure during the exhibition period.



## 7-5. Floor Construction Work

Exhibitors who require floor construction work are required to submit an application form sent with the Exhibit Manual together with a floor plan. Observe the following guidelines for the Floor Construction Work.

## (1) Floor Construction Work

- 1 Exhibitors are required to contact the Management Office in each hall before commencing the work and inform the number of anchor bolts to be affixed.
  - \*In case there is no need of anchor bolts, exhibitors are required to submit the cancellation
- 2 Concrete nails and jackhammering are prohibited. No construction may be carried out on pit covers or pit interiors on the floors.
- 3 To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.
- 4 Carpeting a booth, exhibitions are required to use double-faced tape. Use of glue is prohibited.

## (2) Restoration to original condition

Floor construction work is permitted on the condition that all flooring will be restored to its original state after the show. After usage, if the bolt heads project above the surface, they must be sawn off, not hammered in or cut with acetylene torches. All expenses for restoration shall be borne by the exhibitor. In the event that the floor is not restored to its original condition after the final floor inspection, or the restoration is incomplete, t the Association will complete the restoration work and charge the total amount of expenses to the exhibitor after the show.

#### (3) Floor restoration expenses

When bolting down an anchor bolt, a cooperative fee for the restoration of floor surfaces of ¥1,000 per bolt (not including consumption tax) will be charged to the exhibitor, regardless of the size of the bolt

#### 7-6. Fire prevention regulations

In the initial construction stages and during the exhibition, inspections will be conducted by the local fire department. If it is determined during the inspections that the following regulations are not being observed, termination of construction and/or removal of the booth(s) may be ordered.

- (1) If a thick fabric or fabric with ruffles (pleats) is to be attached on the fireproof plywood of the booth, it must have fireproof properties. Use of a fireproof fabric is not necessary, however, when thin processed paper or fabric is used on the surface of the fireproof plywood.
- (2) Thick stage curtains, ordinary curtains, plywood for display use, fiberglass boards, blinds made of fabric, black-out curtains, artificial flowers, carpets, flooring materials, sheets for construction, and any other materials used must all have fireproof properties. The fireproof labeling on each item must be shown in a clearly visible location.
- (3) The use of materials such as Hong Kong flowers, urethane, acetate, polyester, and nylon is prohibited as they are highly combustible.
- (4) The use of expanded or foamed polystyrene is also prohibited, it is recommended that Styrofoam or a similar material be used instead.

### 8. Exhibited Items and Management

# 8-1. Counterfeit or imitation products are strictly prohibited

- (1) The display, distribution, or demonstration of counterfeit or imitation products that infringe on a third party's intellectual property rights (e.g. patents, trademarks, design rights, copyrights, overseas rights, etc.) or any other related activity is strictly prohibited.
- (2) If the Organizing Committee and/or the Association discovers counterfeit or imitation products being displayed, distributed, or demonstrated, it reserves the right to remove these products from the exhibition venue immediately with all costs incurred becoming the responsibility of the offending exhibitor.
- (3) In addition to inspections for counterfeit or imitation products, all exhibitors shall cooperate with the Organizing Committee and/or the Association whenever any type of inspection is conducted.
- (4) Any disputes concerning the intellectual property rights of exhibited products shall be resolved between the parties concerned.

## 8-2. Comparison displays

As a general rule, exhibitors are requested to limit product comparisons (see guidelines below) to demonstrations between products and/or technologies of their own company or group companies. Exhibitors who plan to compare their products or technologies with those of other companies should first obtain advance permission from the other company and such compari-

sons must not infringe upon the property rights of that company. When the Association and/or Organizing Committee determine that the following guidelines on comparison displays have not been observed, they reserve the right to terminate the display or order that corrective measures be taken with all costs incurred by the exhibitor.

If said corrective measures are determined to be insufficient, the exhibitor may be barred from future participation in CEATEC JAPAN.

- (1) Comparisons using exhibits and demonstrations
- (2) Comparisons using information panels and pamphlets
- (3) Verbal comparisons in audio announcements
- (4) Other comparisons related to products and technologies

#### 8-3. Suitable displays

The following regulations must be strictly observed for all displays in the exhibition booths.

#### (1) Safety and precaution signage

All booths must have adequate safety and precaution signage positioned in clearly visible locations around the displays.

#### (2) Displays should reflect real-life situations

Product presentations and/or displays should be demonstrated in real-life situations as much as possible and not in an exaggerated or unrealistic manner.

If this is not practical, the product(s) must have accompanying captions stating how they are used in actual applications.

#### 8-4. Display-area Lighting

The brightness of the venue is between 450 and 500 lux when all high-pressure mercury ceiling lamps are lit. There are four mercury ceiling lamps per block in the exhibition hall; however taking the exhibition environment into consideration, lighting will be kept within 3/4 of the total brightness for all stages.

# 8-5. Restrictions on audio volume

When explaining products or making demonstrations, audio volume in the booth must be maintained at the levels described below.

Please remember that it is important to maintain audio volume at reasonable levels to ensure that visitors can hear the presentations of other exhibitors.

- OLifestyle & Society Stage: Maximum 85dB
- OKey Technologies Stage: Maximum 75dB
- (1) The values above are to be measured two meters away from the booth border line.
- (2) The peak value, which is measured by devices meeting the JIS C1509 standard, is used for assessment.
- (3) The Association staff will periodically measure volume levels during the exhibition, however, it is required that exhibitors also measure volume levels before and during the exhibition. Decibel meters are available from the Association, so please do not hesitate to ask for one.
- (4) If volume levels are determined to exceed the aforementioned limits, the exhibitor will be advised for improvement and required to follow the instructions. Even if the audio level is within the aforementioned limits, the exhibitor will be advised to modify their audio equipment accordingly if the sound coming from the booth is determined to be bothersome to surrounding exhibitors and visitors. Such exhibitor will be penalized with the following if the exhibitor makes no improvements.

- When the exhibitor is advised for improvements for the third time: Ban the use of audio equipment from the morning of the following exhibition day.
- (5) Please make sure that a person responsible for audio equipment is stationed in your booth at all times, and that the audio equipment is operated in accordance with the regulations.

## 8-6. Demonstration regulations

#### (1) Copyright procedures

For exhibits and demonstrations featuring musical performances, audiovisual presentations, etc., copyright procedures must be processed (not necessary for copyrights owned by your company and already processed). For more information concerning the necessary procedures for obtaining permission from copyright holders, contact the Japanese Society for Rights of Authors, Composers and Publishers (JASRAC)

#### (2) Illumination/Lighting

Nothing may be directly attached, nor may lights be shone directly onto the walls, floors or ceiling of Makuhari Messe. When strong lighting equipment such as LEDs are used in displays and/or signboards, they must be positioned so as not to inconvenience visitors or neighboring booths. If any problems occur in line withlighting, The Association will request immediate countermeasures.

#### (3) Smoke machines

The use of smoke machines (including alcohol, oil or petroleum smoke machines, and dry ice machines) is not permitted.

### (4) Miscellaneous

If the exhibit planned incorporates any of the items listed below, please take the necessary steps to ensure that the exhibit will not affect the surrounding booths and/or exhibition visitors in any way.

①Hot air ②Gas ③Strong smells or fragrances ④Vibrations

## 8-7. Handling of hazardous items

### (1) Prohibited activities

- 1 Smoking
- 2 Use of open flame (including pyrotechnic devices, exposed electro-thermal devices, etc.).
- 3 Use of liquefied petroleum gas or any other inflammable gas in the venue.
- 4 Use of flammable substances such as gasoline, kerosene, machine oil, heavy oils, etc., in the venue.
- 5 Use of hazardous items such as explosives, large amounts of matches or disposable lighters, etc., in the venue.

#### (2) Exemptions for prohibited activities

Excluding smoking, exemptions for prohibited activities and/ or the use of some of the aforementioned substances may be granted by local fire safety authorities if it is determined that only minimal amounts of substances will be used or that the activities are necessary to enhance the exhibit. For exhibitors seeking exemptions, please fill in the relevant items on the "Hazardous Materials Usage Application" in the Exhibition Manual and submit the form together with two declaration copies explaining the nature of the performance or exhibit. The Association will submit all applications to the fire safety authorities at a single time, and only the items granted exemptions will be allowed to be used in the venue.

# 9. Violation of the Regulations and Discrepancies in Interpretation / Others / Organizing Committee

# 9-1. Violation of the Regulations and discrepancies in interpretation

If an exhibitor violates these Regulations or if there is a discrepancy in interpretation or the application of these Regulations, the following measures will be taken. Please note that the interpretation of the Regulations as defined in the original Japanese language documentation will take precedence.

- (1) If the Organizing Committee determines that an exhibitor has violated Regulations governing exhibitor booths and implementation of exhibits, the Association will request that the exhibitor take the necessary corrective measures.
- (2) If the same violation described above (section 1) occurs again, or a discrepancy in interpretation of these regulations occurs, the Organizing Committee will take the appropriate action and based on its final judgement, order the exhibitor in question to take the necessary corrective measures. Please note that once the Committee reaches a final ruling, the Committee will not enter into any further discussion with the exhibitor, nor be responsible for any incurred liabilities whatsoever.
- (3) If an exhibitor has been ordered to take corrective measures described above (section 2), the exhibitor will be required to submit in writing on the same day, a description of the necessary corrective measures taken and the schedule at which they will be completed.
- (4) If an exhibitor has been ordered to take corrective measures described above (section 3), and fails to do so accordingly, or if the corrective measures taken are determined to be insufficient by the Organizing Committee, the following penalties may apply.
  - 1 The exhibitor will be prohibited from continuing with exhibition activities from the next day.
  - 2 If the penalty in section "1" above is ignored, the exhibitor will be barred from exhibiting at the subsequent CEATEC JAPAN exhibition.

### 9-2. Others

- (1) Other prohibited activities and regulations that are not included in these Regulations will be detailed in the Exhibition Manual that will be distributed later.
- (2) Promissory notes cannot be accepted for payment for booth fees and all other expenses.
- (3) These Regulations are subject to change as deemed necessary by the show sponsors, the Organizing Committee or the Association. If changes occur to the Regulations, they will be posted on the CEATEC JAPAN Official Website, or brought to the attention of exhibitors by other means.
- (4) Observing these Regulations is the sole responsibility of the exhibitor. The show sponsors, Organizing Committee and the Association will not accept any responsibility resulting from violations of existing laws and/or local ordinances by exhibitors.

#### 9-3. Organizing Committee

Comprised of exhibitor representatives, the Organizing Committee's role is to consider problem areas and reach appropriate decisions concerning the control, planning, and operation of the exhibition. The Organizing Committee is present during show preparations and during the exhibition to ensure a proper exhibition environment and solve problems should they arise. The Organizing Committee has the authority to enforce all regulations and will act accordingly should any violations occur.

Cutting-Edge IT & Electronics Comprehensive Exhibition



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